

2010 Community Perception Survey

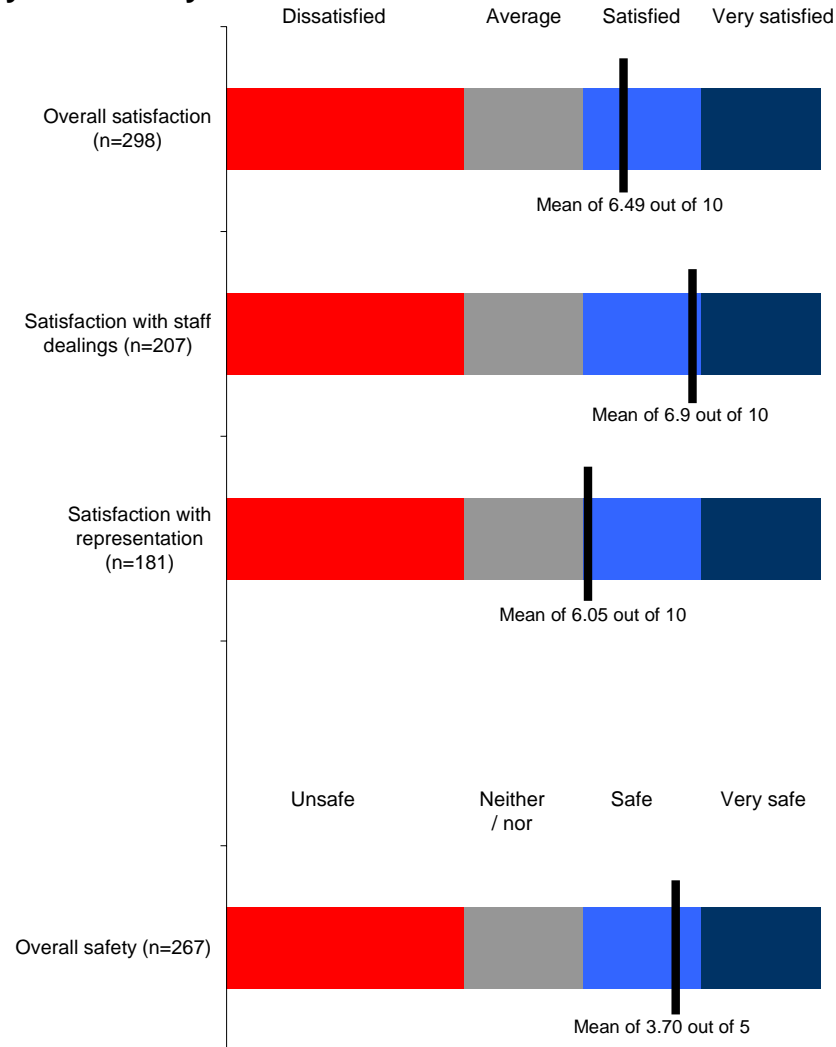
Prepared on behalf of the:

Town of Victoria Park

August 2010 ©

Executive dashboard

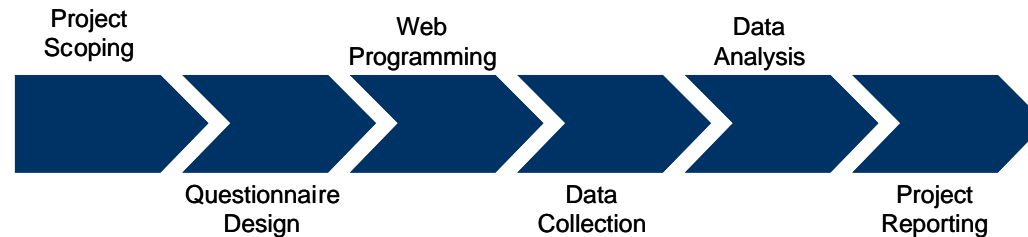
Key community metrics



- **Concentrate** efforts on areas of relative under performance:
 - Appearance of residential streetscapes
 - Communication & consultation
 - Management of the natural environment
 - Footpaths & cycle ways
 - Access to Council information
 - Street lighting
 - Stormwater drains
 - Financial responsibility
 - Pedestrian access in commercial districts
- **Celebrate** those areas of high performance:
 - Weekly rubbish collections
 - Fortnightly recycling
 - Bulk rubbish (verge) collections
 - Green waste collections
 - Library services
 - Sport & recreational facilities
 - Parks and playgrounds

Research Approach

The following details the methodology employed in conducting the 2010 Community Perception Survey on behalf of the Town of Victoria Park.



Population and Sample

The population for the purpose of the research includes all residents living within the boundaries of the Town of Victoria Park.

At the conclusion of the online data collection period, a total of 298 people completed the survey (either by mail or online). Based on the population, the total sample of 298 produces a sampling precision of +/- 5.6% at the 95% confidence interval. That is to say that we would be 95% confident that the results would be within +/-5.6% should a census of the population be undertaken.

Questionnaire Design

Marketintel, in close association with the Town of Victoria Park, developed the survey instrument (questionnaire). Prior to data collection, the questionnaire was checked for ease of understanding and clarity. The Town of Victoria Park was asked to approve and 'sign-off' the questionnaire prior to data collection.

Research Approach

Data Collection

The data was collected by way of a multi-method approach using both self-completion hardcopy and an Internet survey using the developed structured questionnaire. This multi-method approach enabled a wide coverage of the population to be undertaken in a timely and cost-effective manner, while providing all residents the opportunity to participate.

The primary data collection approach was by the Internet survey. The online survey was promoted over a period of a month in the free local community newspapers. Email databases also held by the Town of Victoria Park (e.g. library lists) were also utilised to promote the online survey. Respondents were initially screened to ensure they met the research criteria and checked to ensure they lived in the municipality. Internet data collection was undertaken via a link from the Town of Victoria Park's website. The Town of Victoria Park promoted the survey through various communication channels.

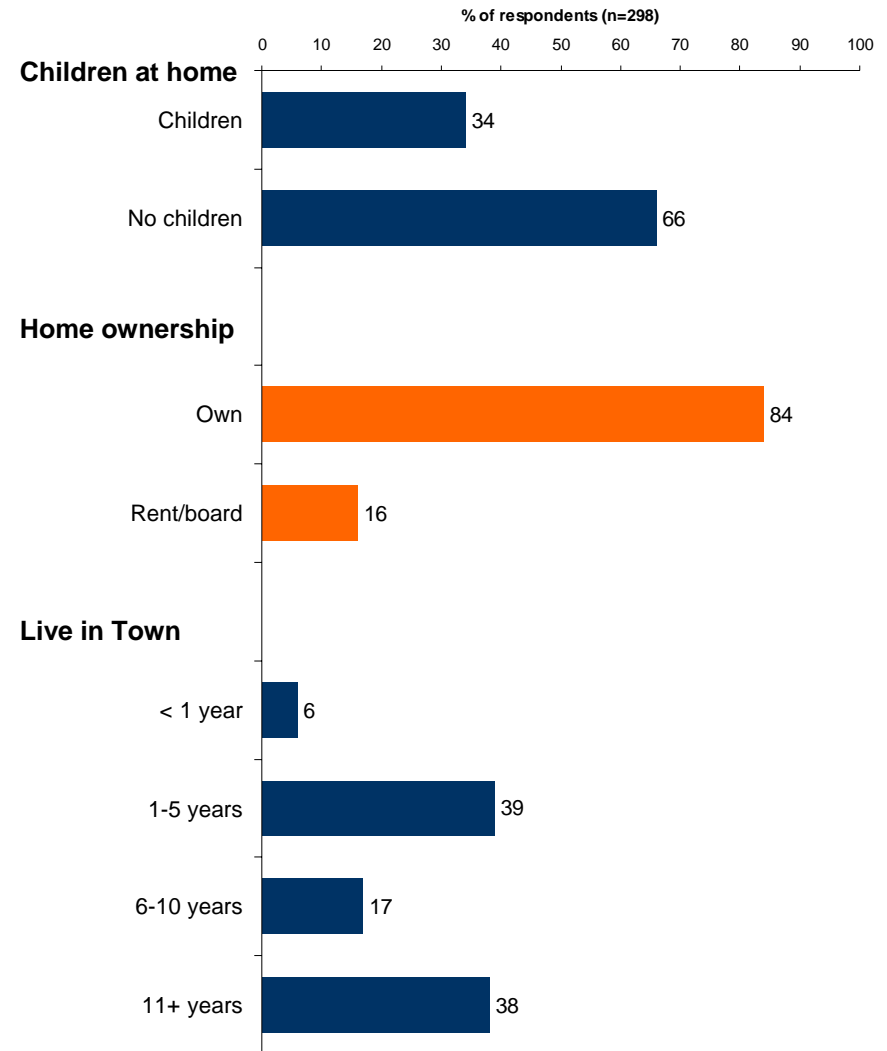
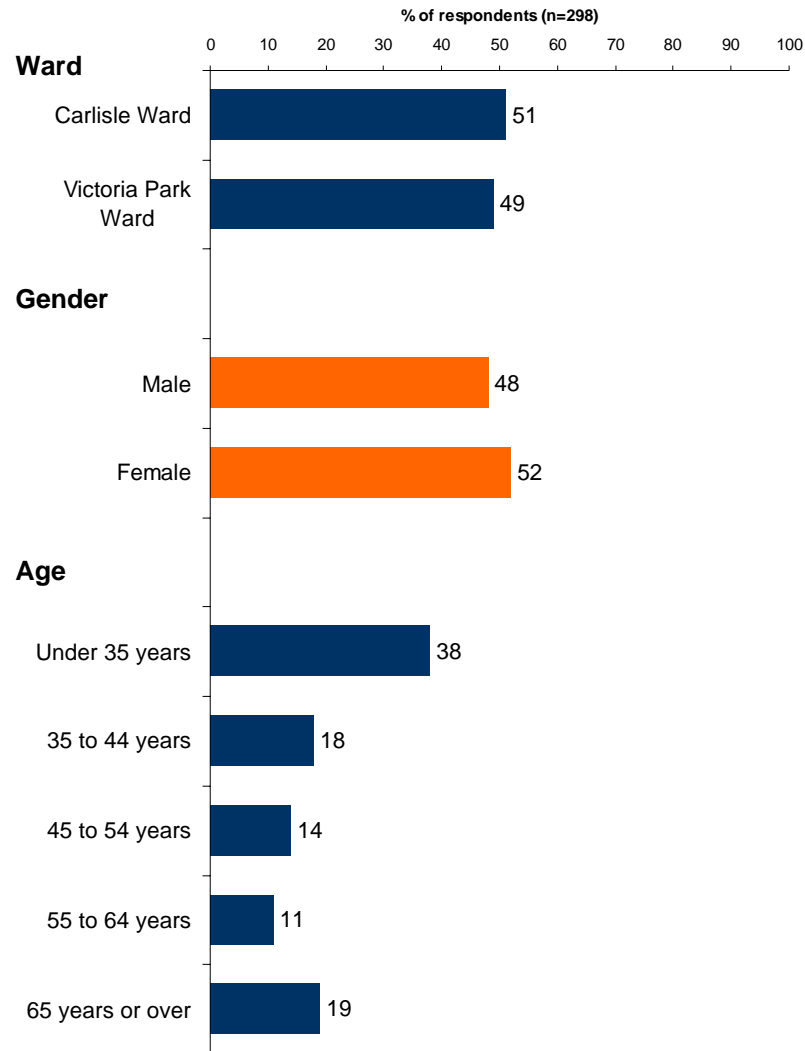
Including the self-completion approach, the data collection process was conducted over a period of two months. The process was conducted in accordance with the requirements of the Market Research Quality Standards, Code of Professional Behaviour of the ICC / ESOMAR, Federal Privacy Act and the AMSRS Professional Code of Conduct. All respondents were also assured of their anonymity.

Analysis

Following data collection, the data was checked, coded and verified before being transferred into SPSS for statistical analysis. The SPSS data file was checked for its completeness and robustness. Various analytical techniques were applied to the data to address each of the research objectives. These techniques included exploratory statistics, descriptive statistics, contingency tabulations, and various tests of significance.

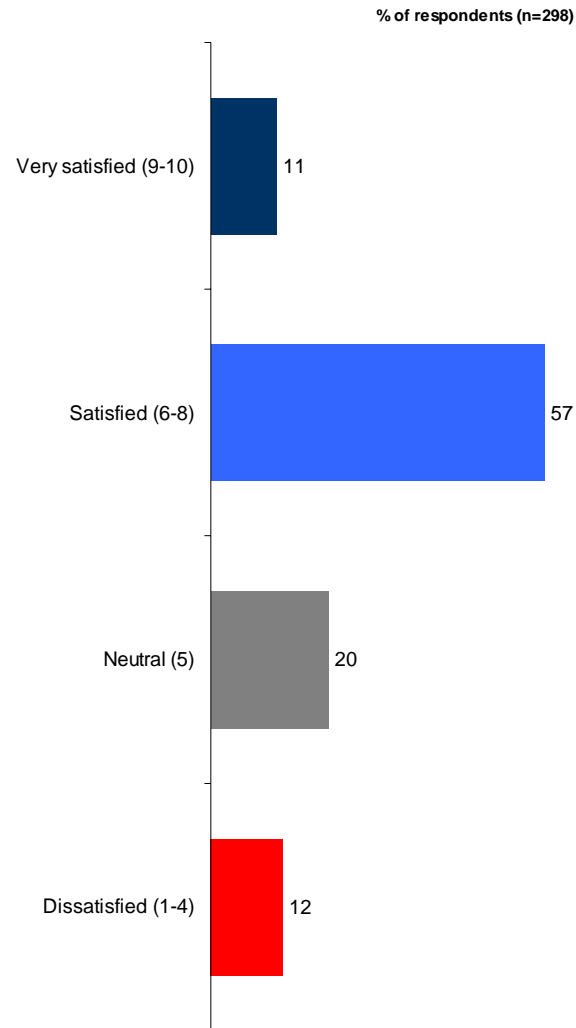
The data was weighted against ABS data for the municipality based on age, gender and households in each ward. The data presented in this document is representative of the composition of the LGA.

Sample profile



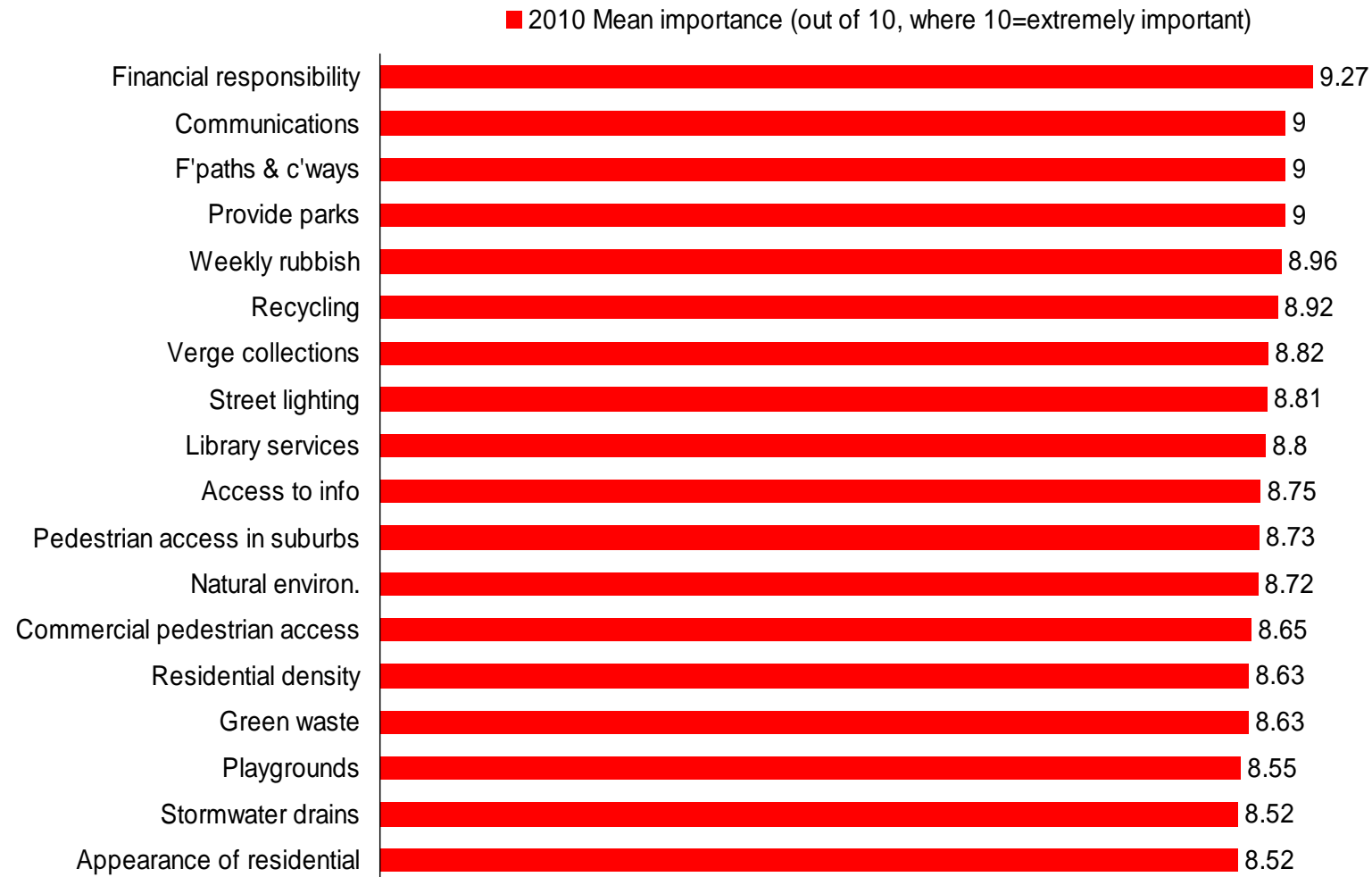
Findings

Overall satisfaction



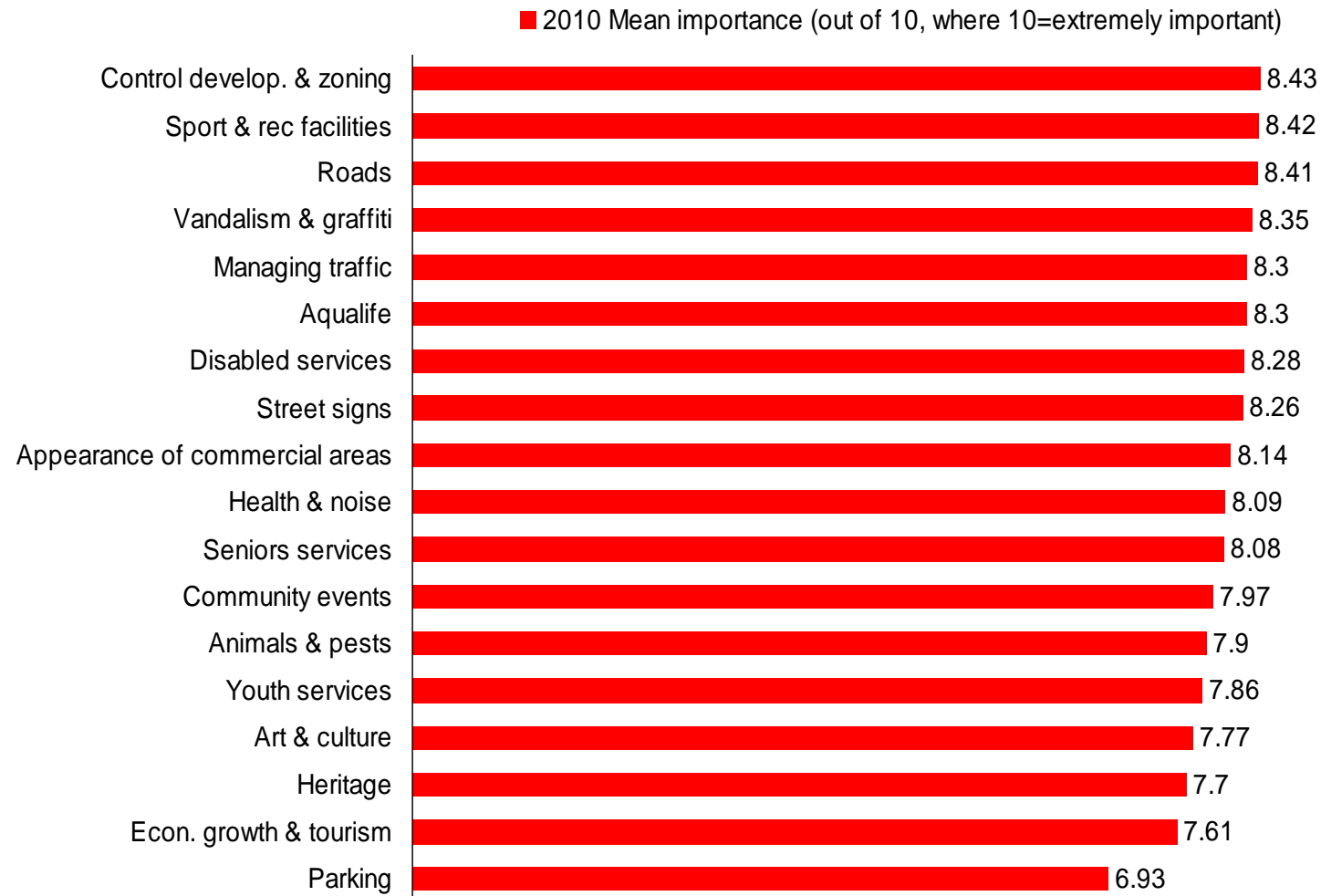
- 68% of respondents are satisfied with Council
 - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
 - 11% very satisfied.
 - 57% satisfied.
 - Mean score of 6.5 out of 10.
- Respondents from the Carlisle Ward and those renting are more likely to be very satisfied with the Town.
 - 15% Carlisle vs. 7% Victoria Park.
 - 30% renting vs. 8% own home.
- 12% of respondents are dissatisfied. The primary reasons for dissatisfaction include:
 - Lack of response (47%)
 - Poor/unclean verges and parks (17%)
 - Keep up with changing demography (14%)
 - Reduce traffic congestion (13%)
 - More/better public facilities (13%)
 - Better street lighting (8%)

Council services & facilities – higher importance



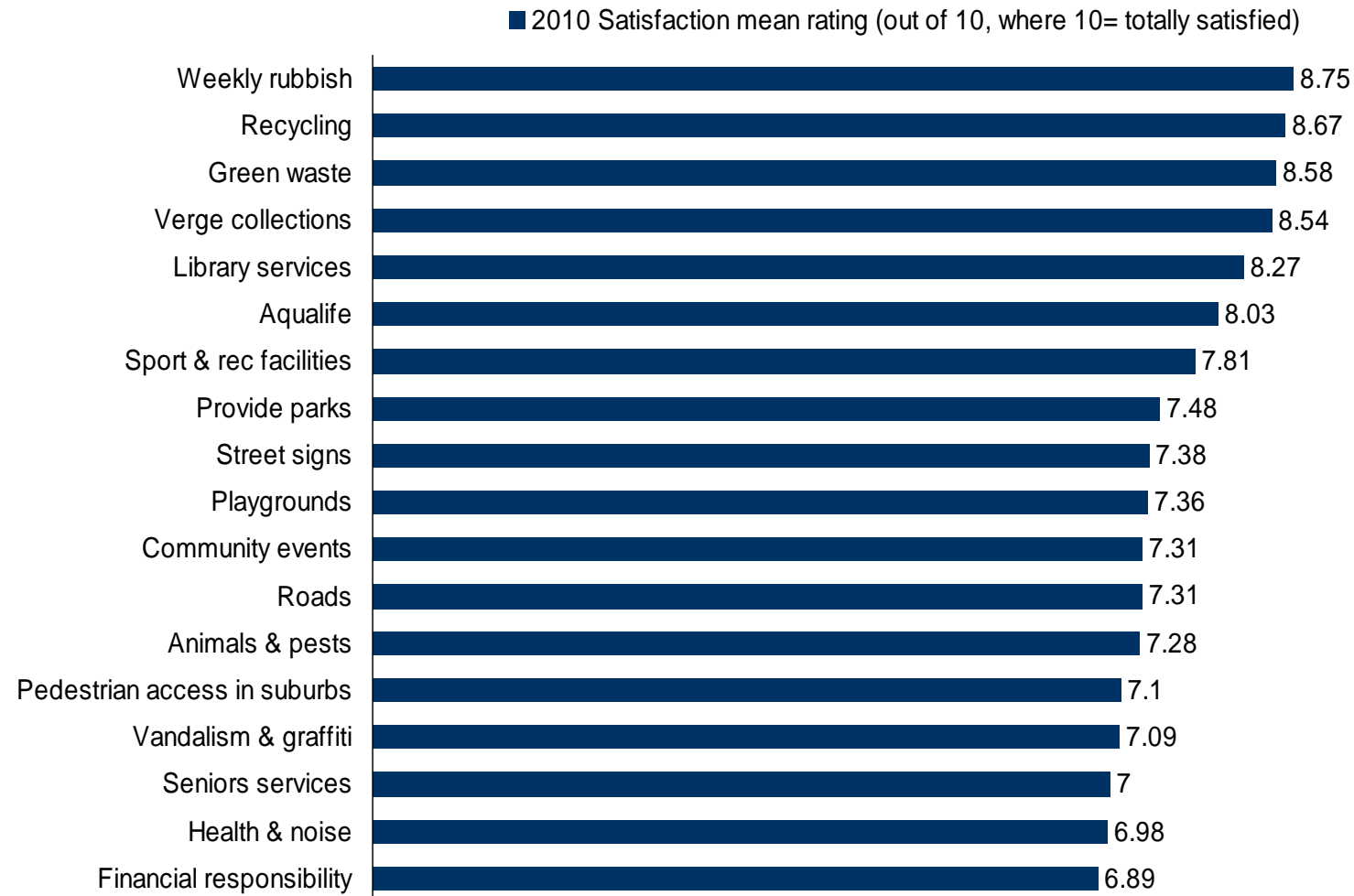
Q: How important is it for the Town of Victoria Park to provide each service to its residents? The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance.
Base = all respondents (2010 n=various)

Council services & facilities – lower importance



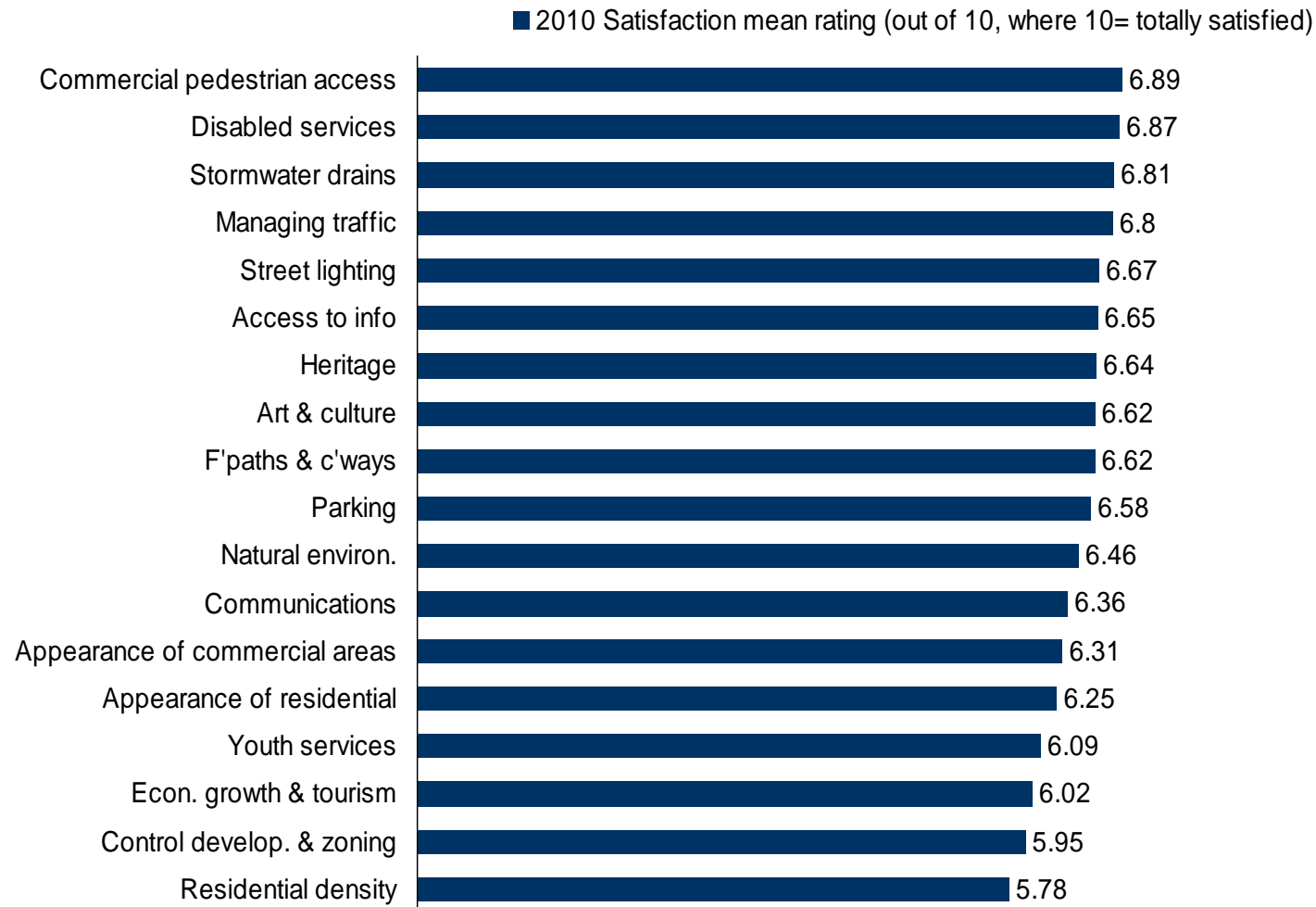
Q: How important is it for the Town of Victoria Park to provide each service to its residents? The importance can be rated on a 10 point scale where '10' is extremely important and '1' is of no importance.
Base = all respondents (2010 n=various)

Council services & facilities – higher satisfaction



Q. How satisfied are you with the Town of Victoria Park's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
Base = Respondents who use service / facility (2010 n=various)

Council services & facilities – lower satisfaction



Q. How satisfied are you with the Town of Victoria Park's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base = Respondents who use service / facility (2010 n=various)

Performance map analysis

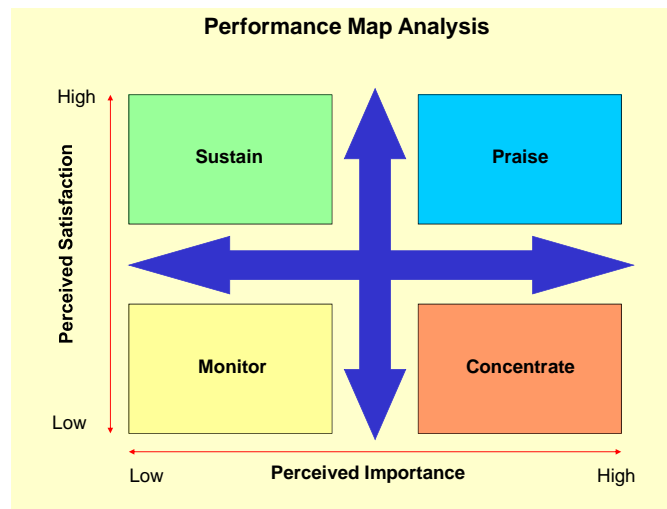
Performance map analysis assists Council to identify strategic priorities. Importance and satisfaction levels are analysed and presented in four quadrants (shown below) to illustrate which services and facilities need to be improved, monitored, maintained and celebrated.

Levels of high satisfaction and lower levels of importance depict the **SUSTAIN** quadrant. Services and facilities that fall into this quadrant are less important to the community and the Council is performing very well in delivering them (to those who use them). This quadrant requires no strategic intervention besides maintaining current levels of performance.

MONITOR represents the quadrant of lower importance & lower satisfaction levels. Services and facilities that fall into this quadrant are less important to the community and the Council is performing less well in delivering them (to those who use them). This quadrant requires Council to monitor perceived levels of importance and satisfaction and make required adjustments if a particular service or facility moves into another quadrant.

PRAISE represents the quadrant of high importance and high satisfaction. Services and facilities that fall into this quadrant are important to the community and the Council is performing extremely well in delivering them (to those who use them).

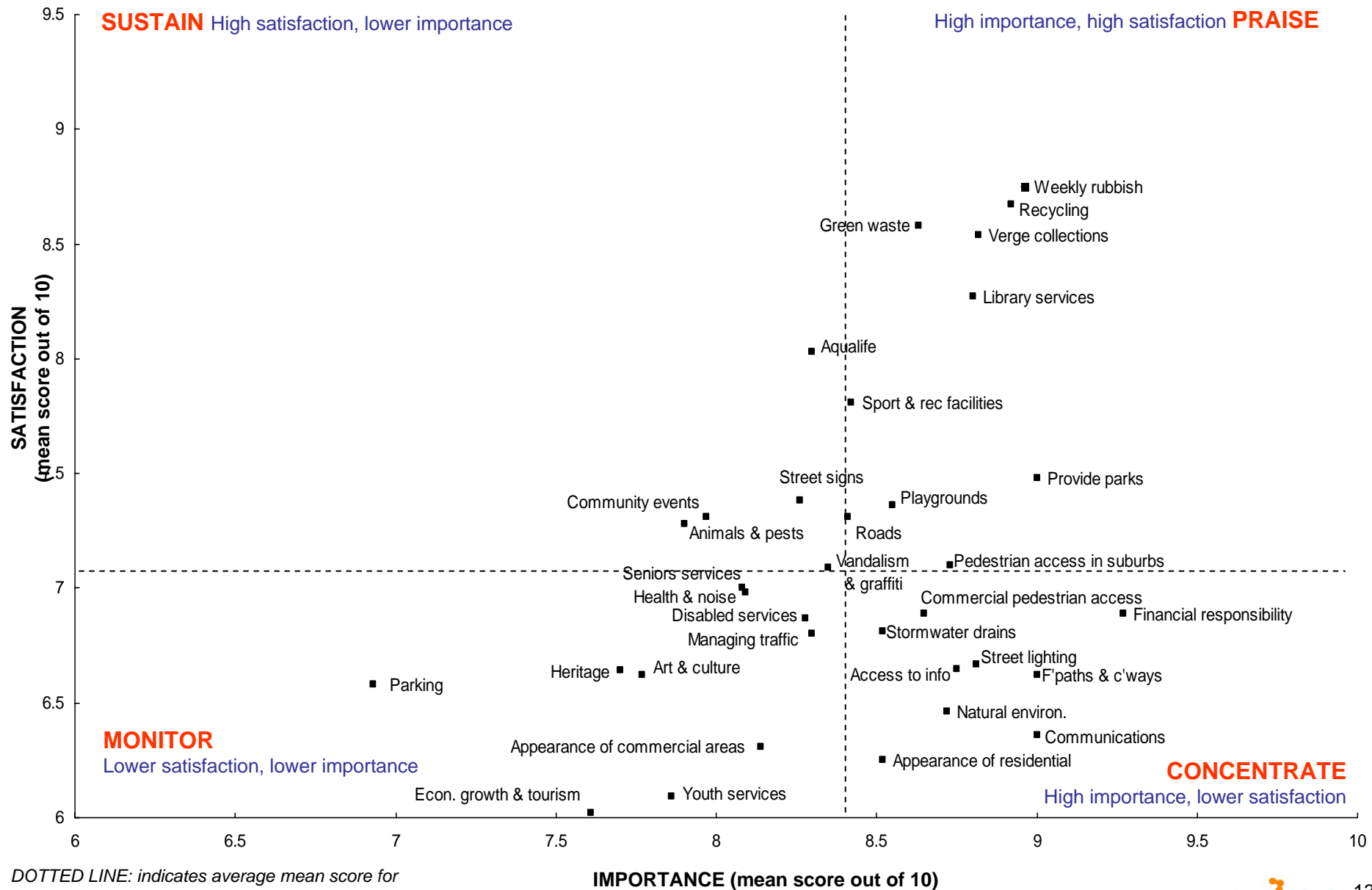
This quadrant requires no special strategic emphasis besides maintaining current levels of performance and promoting the Council's performance.



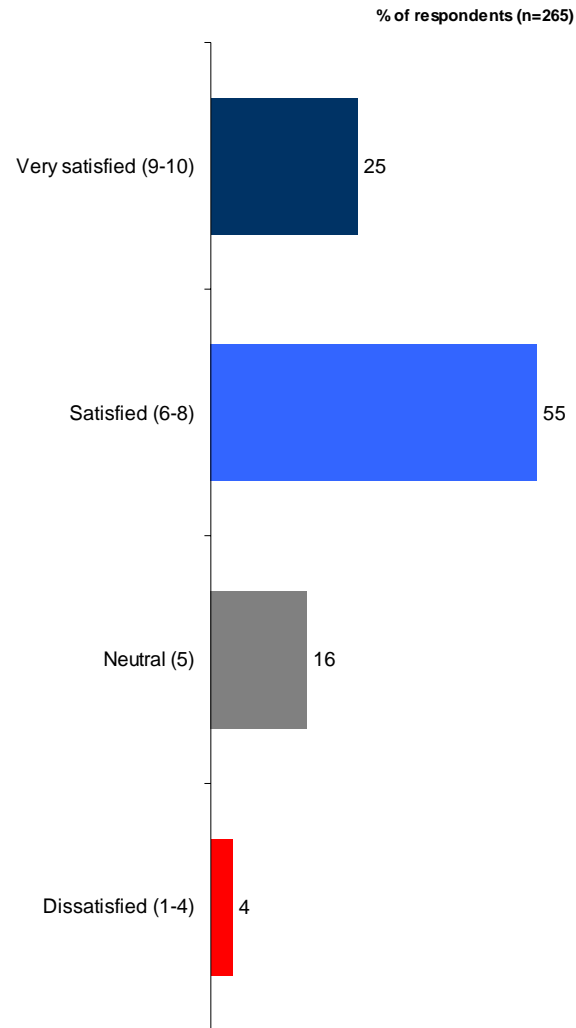
The **CONCENTRATE** quadrant comprises services and facilities that have high levels of perceived importance and lower levels of satisfaction. These areas represent the 'hot issues' for Council.

Services and facilities that fall into this quadrant require Council to invest resources and effort to improve performance and perceived levels of satisfaction.

Performance map analysis – Council services & facilities

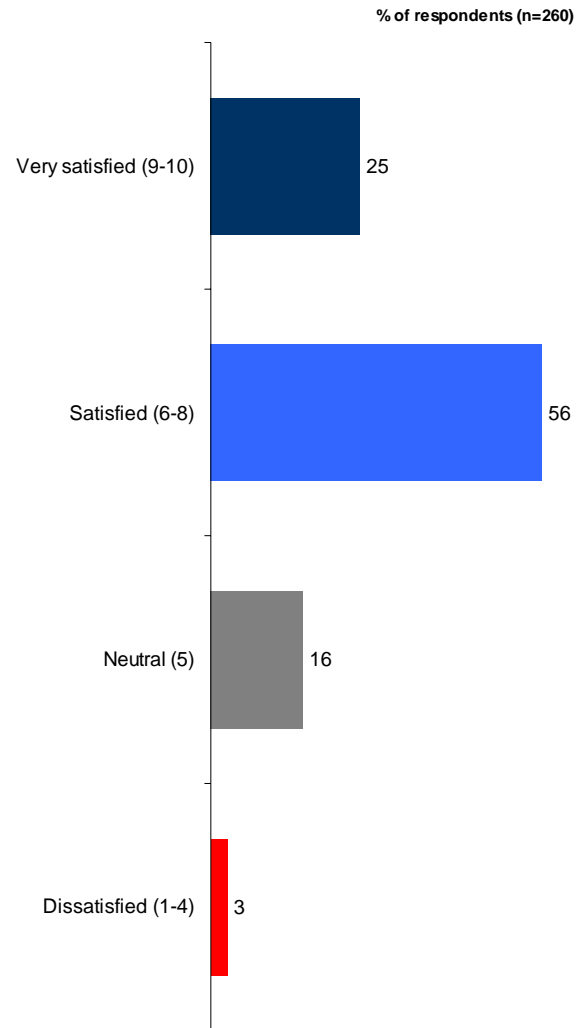


Maintaining roads



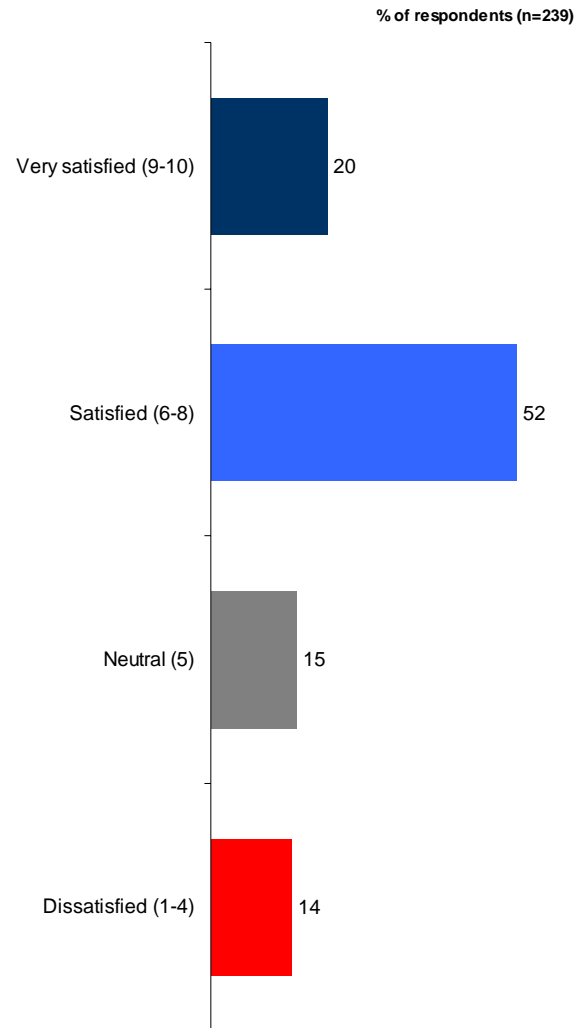
- Praise the maintenance of roads
- Residents consider the maintenance of roads to be a very important responsibility of Council.
 - Mean importance rating = 8.4.
- Satisfaction is very high at 80%.
 - 25% very satisfied.
 - 55% satisfied.
 - Mean satisfaction rating = 7.3.
- Those who are renting tend to be more satisfied than those who own their home.
 - 93% renting vs. 78% own home.

Maintaining street signs



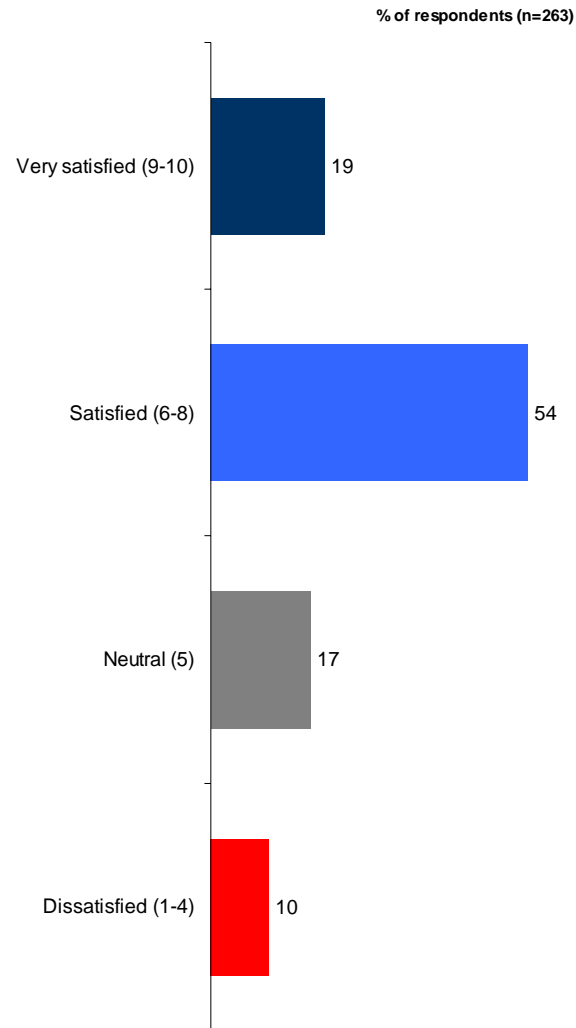
- Sustain maintaining street signs.
- Residents consider maintaining street signs to be a very important responsibility of Council.
 - Mean importance rating = 8.3.
- Satisfaction is very high at 81%.
 - 25% very satisfied.
 - 56% satisfied.
 - Mean satisfaction rating = 7.4.
- Those who are renting and those without children living at home are significantly more likely to be very satisfied than those who own their home.
 - 48% renting vs. 21% own home.
 - 32% without children vs. 14% with children.

Maintaining stormwater drainage



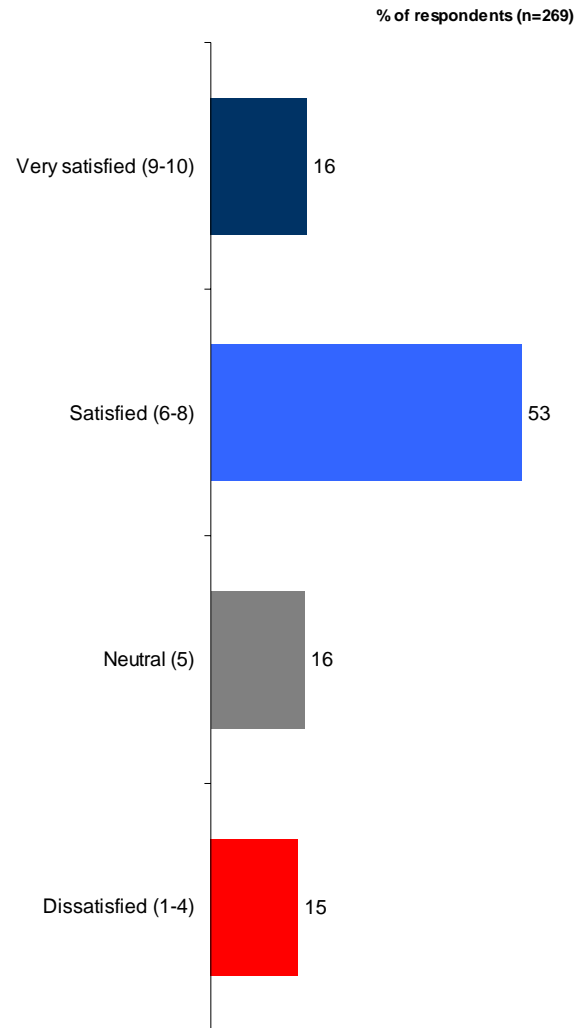
- Concentrate on maintaining stormwater drainage.
- Residents consider maintaining stormwater drainage to be a very important responsibility of Council.
 - Mean importance rating = 8.5.
- Satisfaction is high at 72%
 - 20% very satisfied.
 - 52% satisfied.
 - Mean satisfaction rating = 6.8.
- Respondents under 35 years of age and those without children at home are significantly more likely to be very satisfied than older respondents.
 - 30% under 35 years vs. 14% 35+ years.
 - 26% without children vs. 10% with children.

Managing traffic



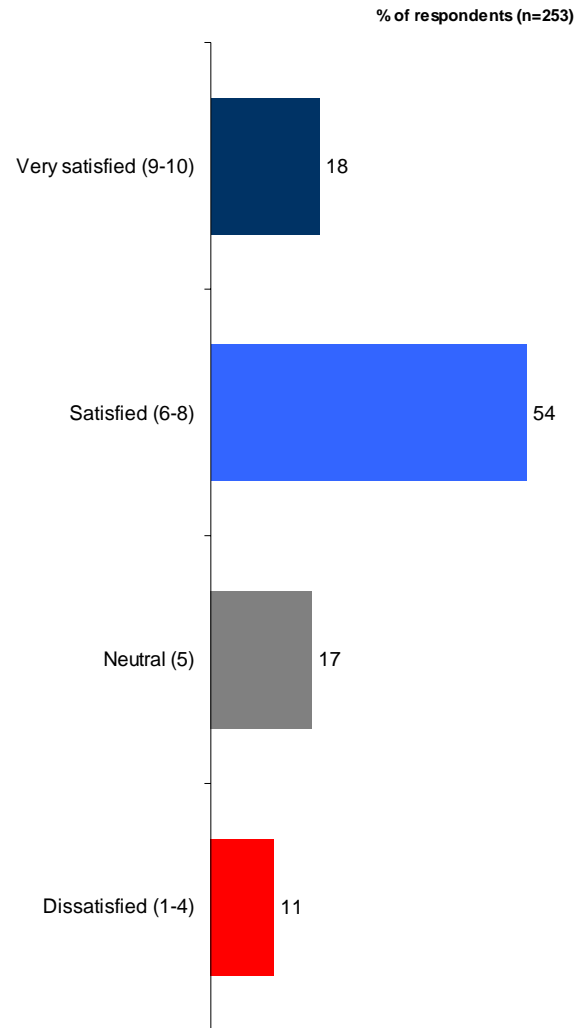
- Monitor managing traffic (including traffic calming).
- Residents consider managing traffic to be a very important responsibility of Council.
 - Mean importance rating = 8.3.
- Satisfaction is high at 73%
 - 19% very satisfied.
 - 54% satisfied.
 - Mean satisfaction rating = 6.8.
- Those without children living at home and those renting are significantly more likely to be very satisfied.
 - 23% without children vs. 14% with children.
 - 35% renting vs. 17% own home.
- Carlisle Ward residents (80%) are more likely to be satisfied compared to those from the Victoria Park Ward (66%).

Providing footpaths & cycle ways



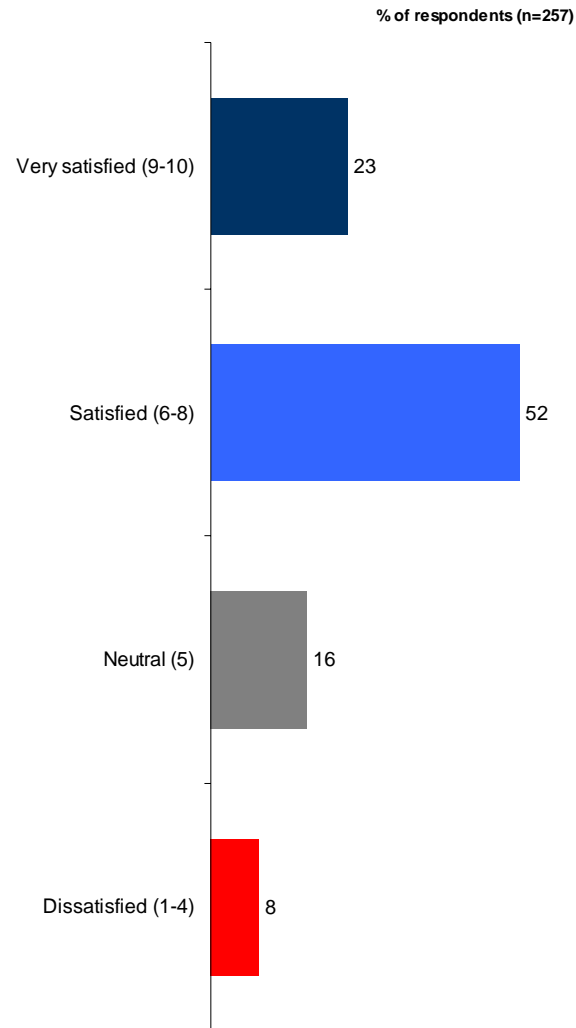
- Concentrate effort on providing footpaths and cycle ways.
- Residents consider providing footpaths and cycle ways to be an extremely important responsibility of Council.
 - Mean importance rating = 9.0.
- Satisfaction is moderate at 69%
 - 16% very satisfied.
 - 53% satisfied.
 - Mean satisfaction rating = 6.6.
- Males and those without children living at home are significantly more likely to be very satisfied.
 - 23% males vs. 10% females.
 - 19% without children vs. 11% with children.
- Carlisle Ward residents (75%) are more likely to be satisfied compared to those from the Victoria Park Ward (63%).

Providing easy pedestrian access in commercial areas



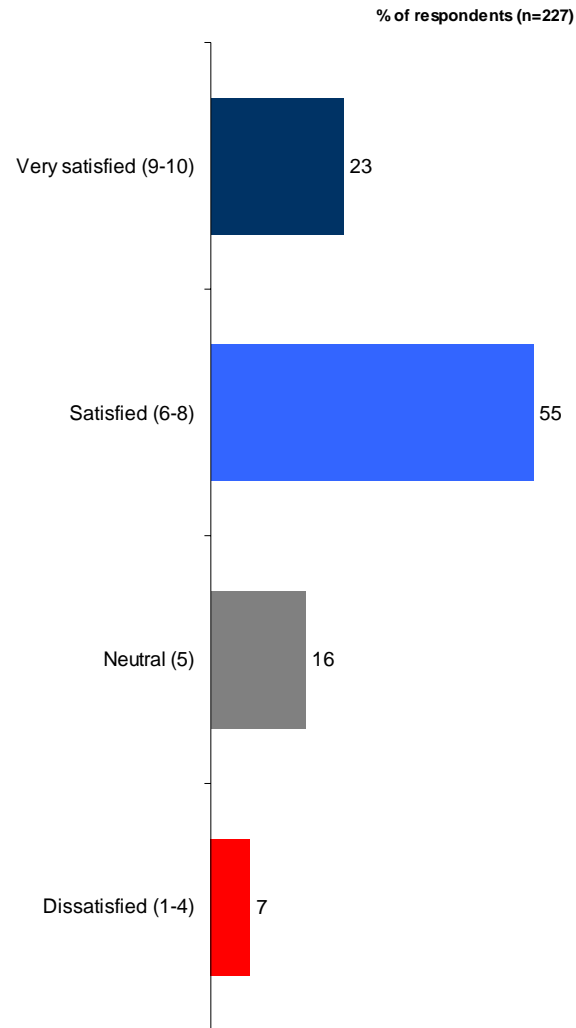
- Concentrate on providing easy pedestrian access in commercial districts within the Town.
- Residents consider providing easy pedestrian access in commercial districts to be a very important responsibility of Council.
 - Mean importance rating = 8.6.
- Satisfaction is high at 72%
 - 18% very satisfied.
 - 54% satisfied.
 - Mean satisfaction rating = 6.9.
- Males and those without children living at home are significantly more likely to be very satisfied.
 - 23% males vs. 14% females.
 - 23% without children vs. 11% with children.
- Carlisle Ward residents (80%) are more likely to be satisfied compared to those from the Victoria Park Ward (63%).

Providing easy pedestrian access in residential areas



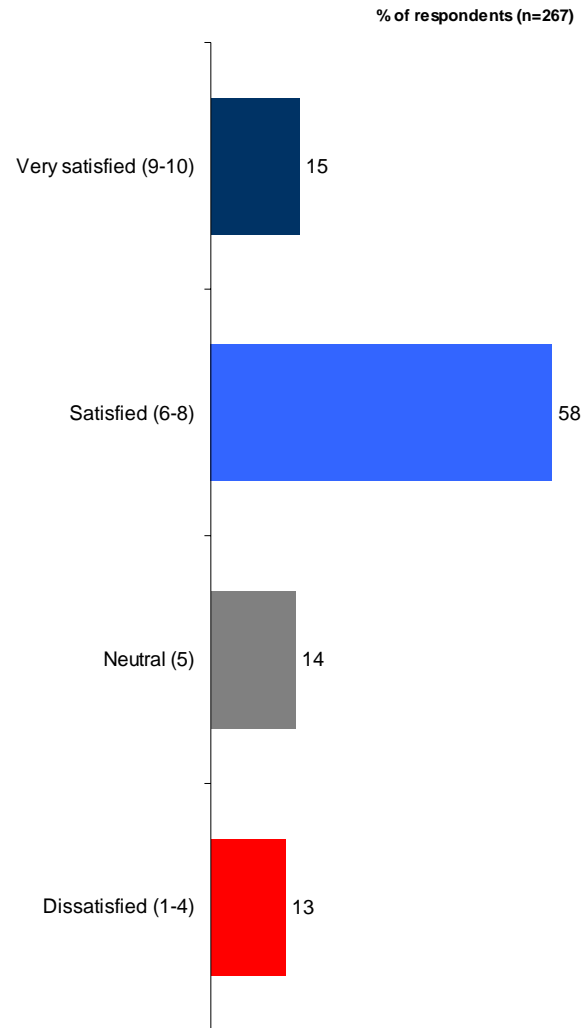
- Praise your efforts in providing easy pedestrian access in residential areas.
- Residents consider providing easy pedestrian access in residential areas to be a very important responsibility of Council.
 - Mean importance rating = 8.7
- Satisfaction is high at 75%
 - 23% very satisfied.
 - 52% satisfied.
 - Mean satisfaction rating = 7.1.
- Those renting and those without children living at home are significantly more likely to be very satisfied.
 - 43% renting vs. 20% own home.
 - 31% without children vs. 10% with children.
- Carlisle Ward residents (82%) are more likely to be satisfied compared to those from the Victoria Park Ward (69%).

Responding to vandalism & graffiti



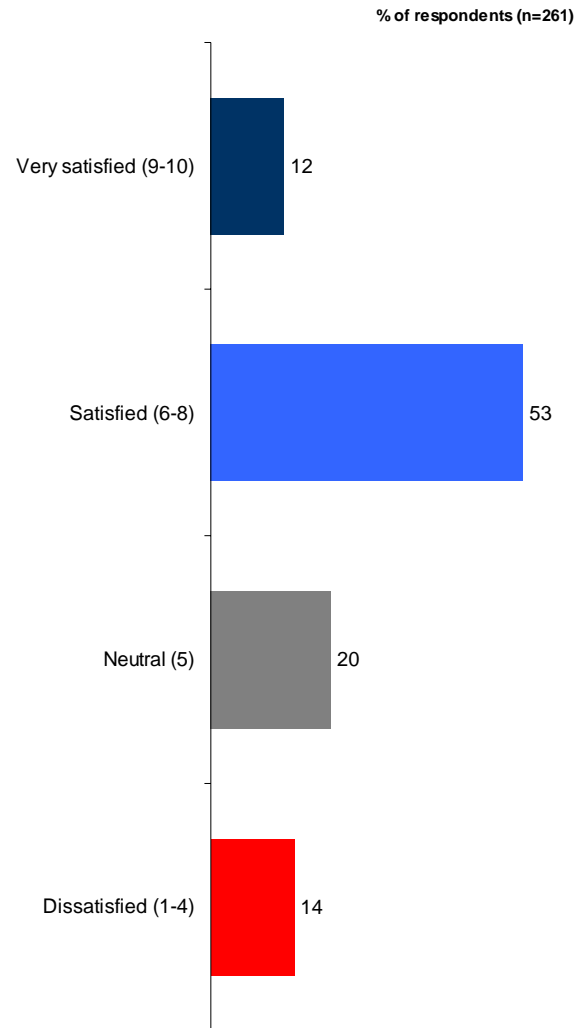
- Sustain responding to vandalism and graffiti.
- Residents consider responding to vandalism and graffiti to be a very important responsibility of Council.
 - Mean importance rating = 8.3
- Satisfaction is high at 78%
 - 23% very satisfied.
 - 55% satisfied.
 - Mean satisfaction rating = 7.1.
- Carlisle Ward residents (82%) are more likely to be satisfied compared to those from the Victoria Park Ward (72%).
- Also, males (83%) are more likely to be satisfied compared to their female counterparts (73%).

Providing good street lighting



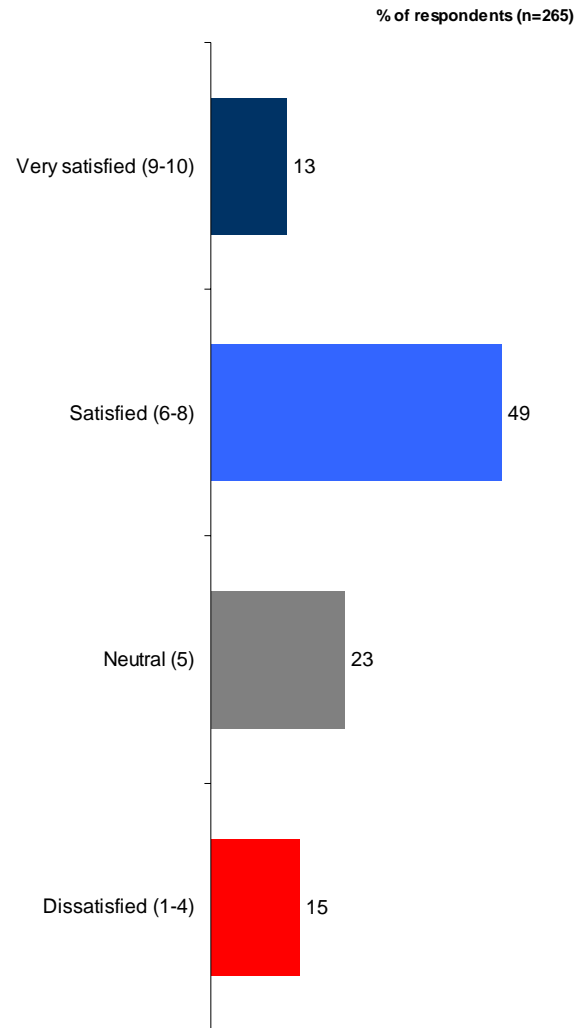
- Concentrate effort on providing good street lighting .
- Residents consider providing good street light to be a very important responsibility of Council.
 - Mean importance rating = 8.8
- Satisfaction is high at 73%
 - 15% very satisfied.
 - 58% satisfied.
 - Mean satisfaction rating = 6.7.
- Respondents aged 55 years and over are significantly more likely to be very satisfied.
 - 32% 55+ years vs. 8% under 55 years.

Providing pleasant appearance to commercial areas



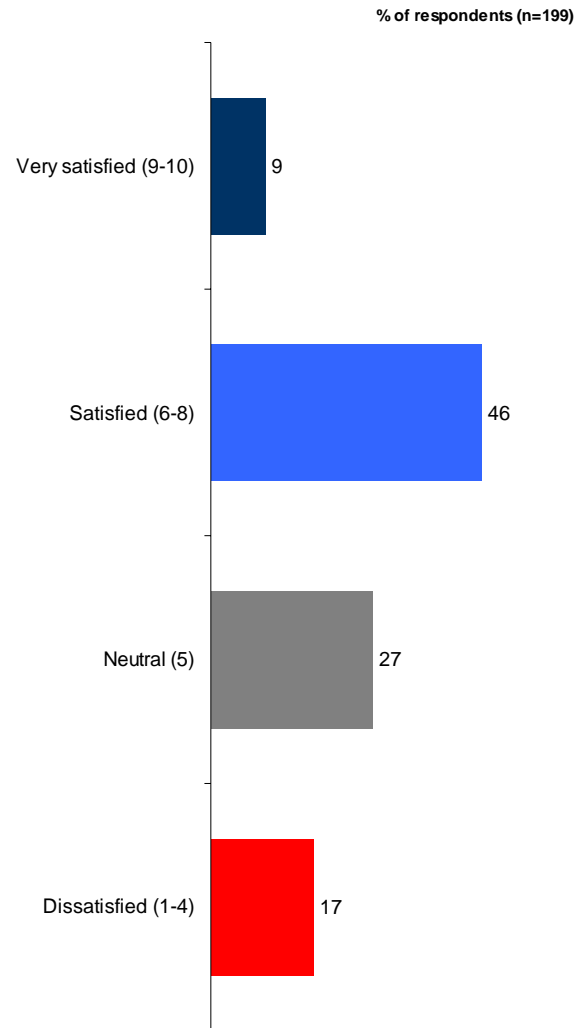
- Monitor providing pleasant appearance to commercial districts within the Town.
- Residents consider providing pleasant appearance to commercial districts to be a very important responsibility of Council.
 - Mean importance rating = 8.1
- Satisfaction is moderate at 65%
 - 12% very satisfied.
 - 53% satisfied.
 - Mean satisfaction rating = 6.3.
- Those renting and those without children living at home are significantly more likely to be satisfied (score 6-10).
 - 80% renting vs. 62% own home.
 - 58% without children vs. 70% with children.
- Carlisle Ward residents (74%) are more likely to be satisfied compared to those from the Victoria Park Ward (56%).

Providing pleasant appearance to residential streetscapes



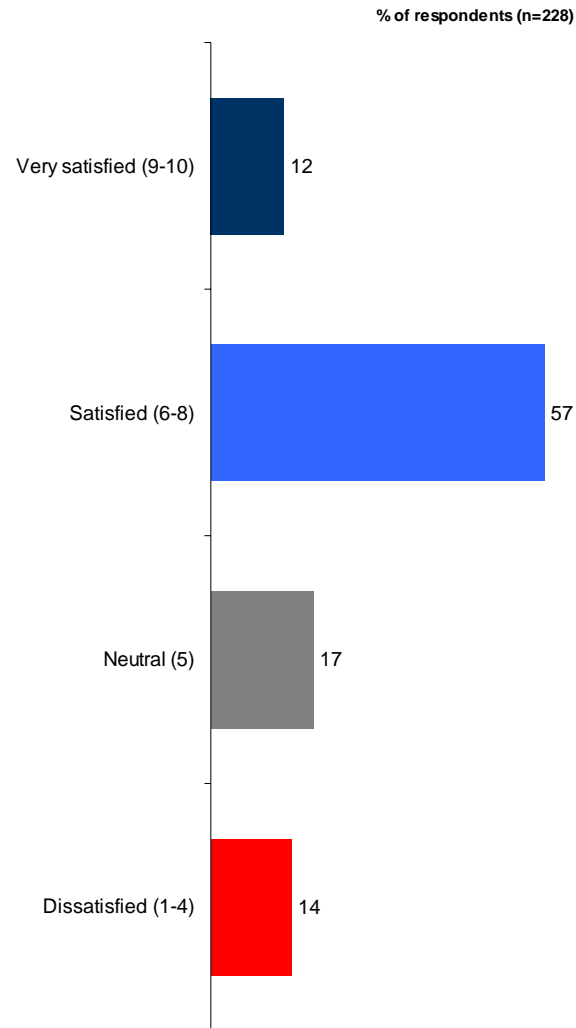
- Concentrate efforts on providing pleasant appearance to residential streetscapes.
- Residents consider providing pleasant appearance to residential streetscapes to be a very important responsibility of Council.
 - Mean importance rating = 8.5.
- Satisfaction is moderate at 62%
 - 13% very satisfied.
 - 46% satisfied.
 - Mean satisfaction rating = 6.3.
- Those renting (32%) are significantly more likely to be very satisfied than those who own their home (9%).

Encouraging economic growth & tourism



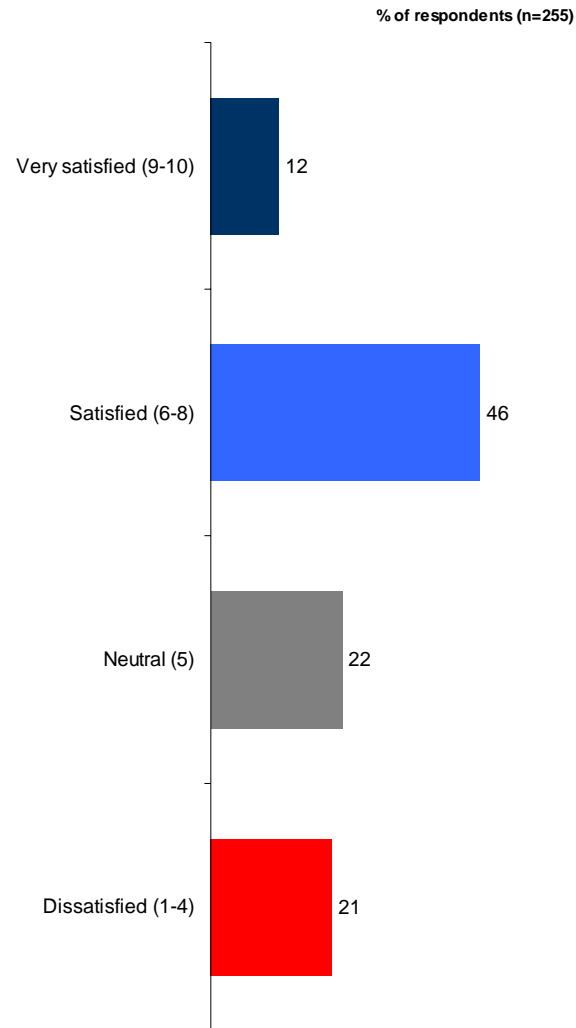
- Monitor encouraging economic growth and tourism.
- Residents consider encouraging economic growth and tourism to be an important responsibility of Council.
 - Mean importance rating = 7.6
- Satisfaction is average at 55%.
 - 9% very satisfied.
 - 46% satisfied.
 - Mean satisfaction rating = 6.0.
- Carlisle Ward residents (61%) are more likely to be satisfied compared to those from the Victoria Park Ward (49%).
- Also, those renting (26%) are more likely to be very satisfied compared to those who own their home (6%).

Conservation of the natural environment



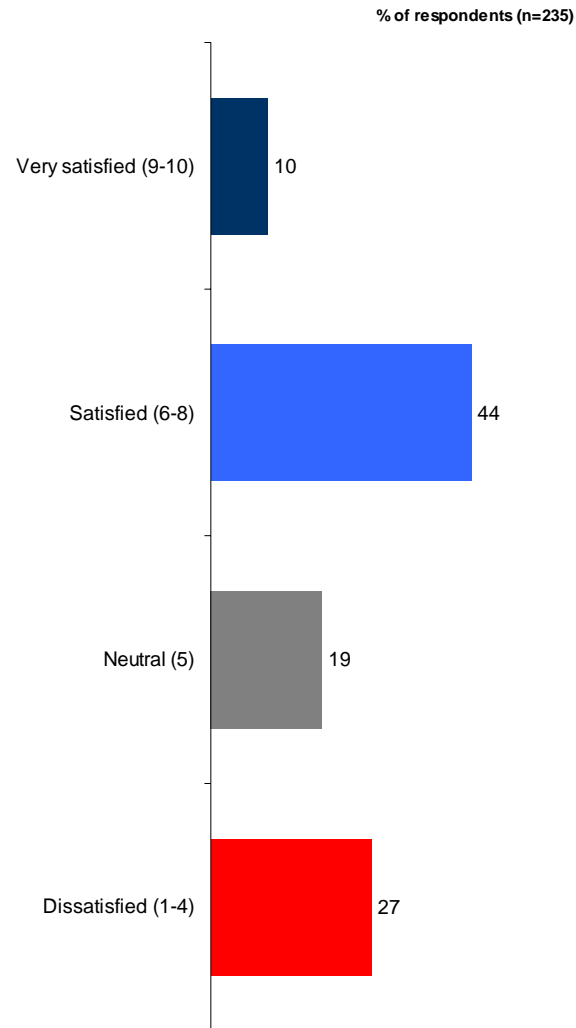
- Concentrate efforts on the management and conservation of the natural environment.
- Residents consider the management and conservation of the natural environment to be a very important responsibility of Council.
 - Mean importance rating = 8.7
- Satisfaction is moderate at 69%
 - 12% very satisfied.
 - 57% satisfied.
 - Mean satisfaction rating = 6.5.
- Those renting and those without children living at home are significantly more likely to be very satisfied.
 - 27% renting vs. 9% own home.
 - 17% without children vs. 5% with children.
- Carlisle Ward residents (75%) are more likely to be satisfied compared to those from the Victoria Park Ward (62%).

Controlling development & zoning



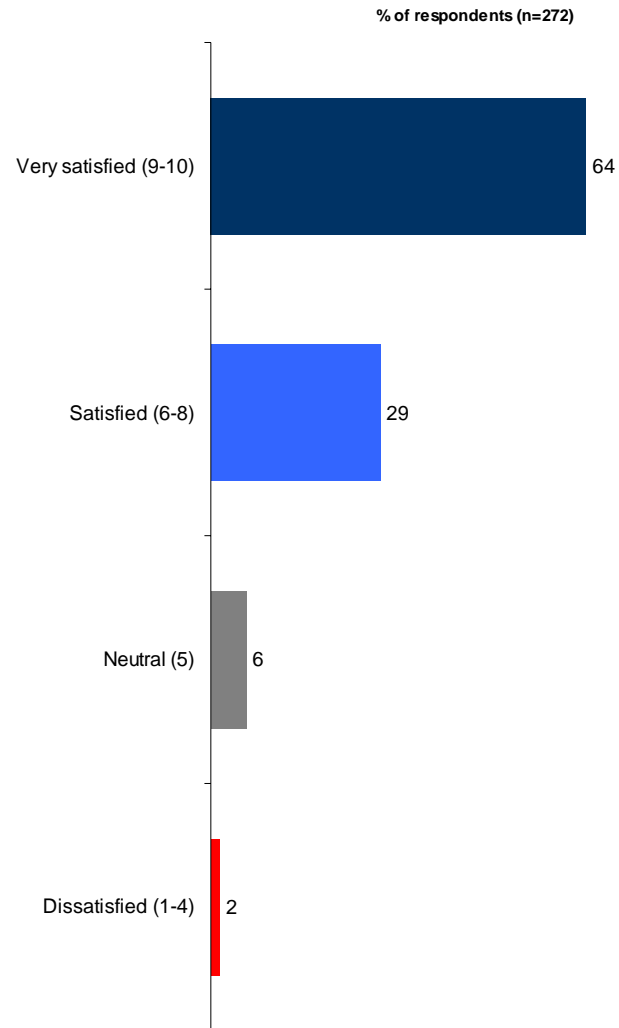
- Monitor controlling developing and zoning.
- Residents consider controlling development and zoning to be a very important responsibility of Council.
 - Mean importance rating = 8.4
- Satisfaction is average at 58%
 - 12% very satisfied.
 - 46% satisfied.
 - Mean satisfaction rating = 5.9.
- Those renting and those 55 years and over are significantly more likely to be very satisfied.
 - 25% renting vs. 9% own home.
 - 20% 55+ years vs. 8% under 55 years.

Density and design of housing



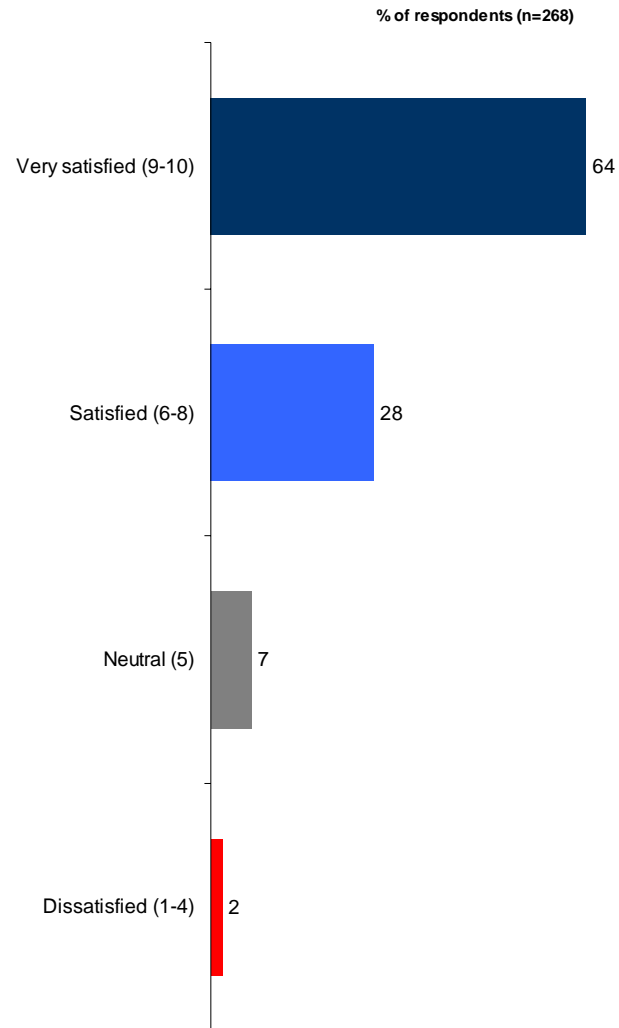
- Concentrate on controlling the density and design of housing.
- Residents consider controlling the density and design of housing to be a very important responsibility of Council.
 - Mean importance rating = 8.6.
- Satisfaction is average at 54%
 - 10% very satisfied.
 - 44% satisfied.
 - Mean satisfaction rating = 5.8.
- Those renting and those 55 years and over (18%) are significantly more likely to be very satisfied than their younger counterparts (6%).
- Carlisle Ward residents (59%) are more likely to be satisfied compared to those from the Victoria Park Ward (47%).

Weekly rubbish collections



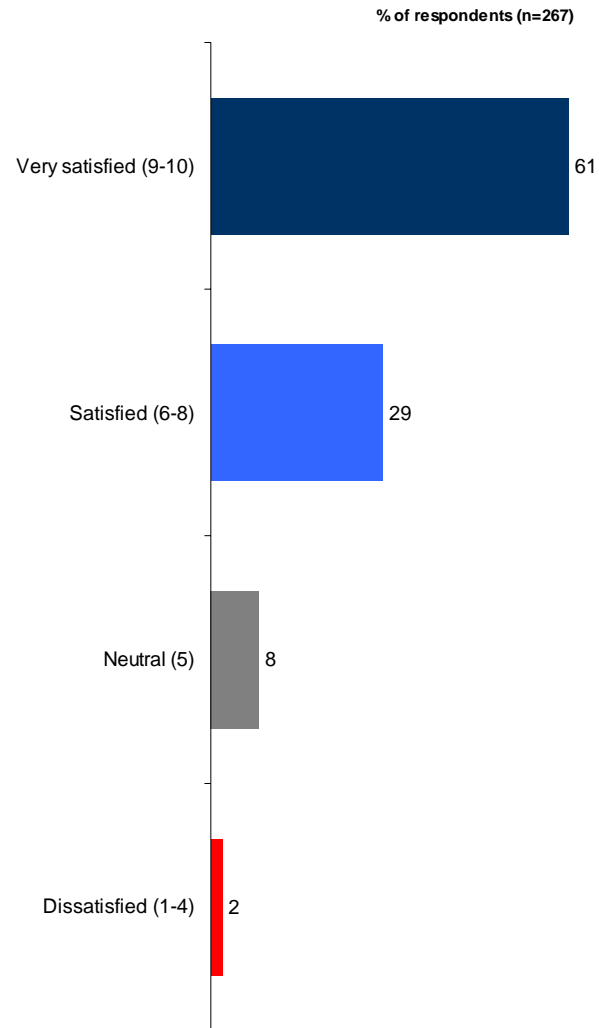
- Praise weekly rubbish collections.
- Residents consider weekly rubbish collections to be an extremely important responsibility of Council.
 - Mean importance rating = 9.0
- Satisfaction is excellent at 93%
 - 64% very satisfied.
 - 29% satisfied.
 - Mean satisfaction rating = 8.8.
- Those without children living at home and those 55 years and over are significantly more likely to be very satisfied.
 - 68% without children vs. 56% with children.
 - 74% 55+ years vs. 59% under 55 years.

Fortnightly recycling



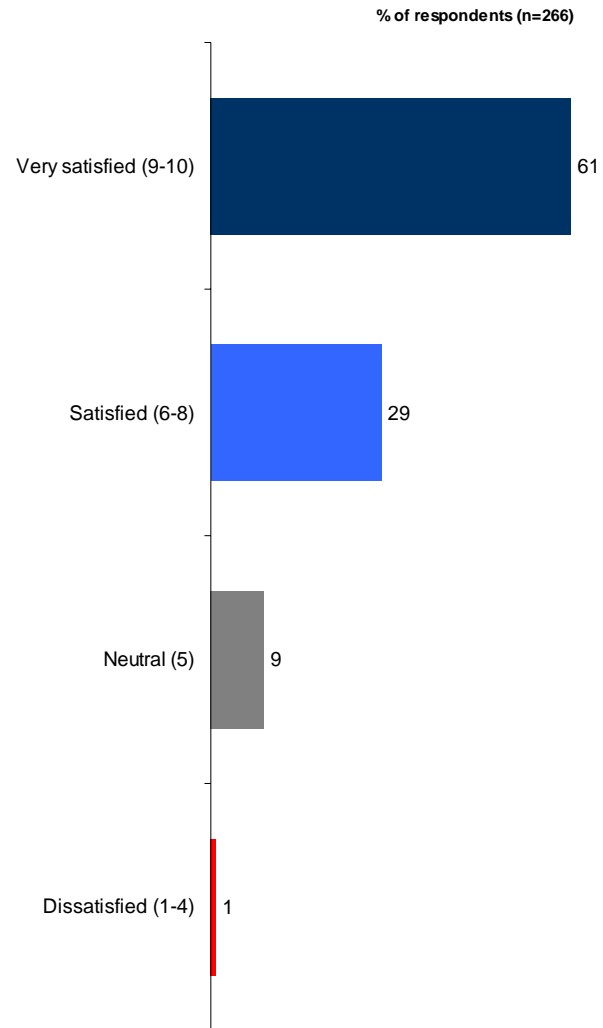
- Praise fortnightly recycling.
- Residents consider fortnightly recycling to be a very important responsibility of Council.
 - Mean importance rating = 8.9
- Satisfaction is excellent at 92%
 - 64% very satisfied.
 - 28% satisfied.
 - Mean satisfaction rating = 8.7.
- Those without children living at home (67%) are more likely to be very satisfied with fortnightly recycling than those with children at home (57%).

Half yearly bulk rubbish (verge) collections



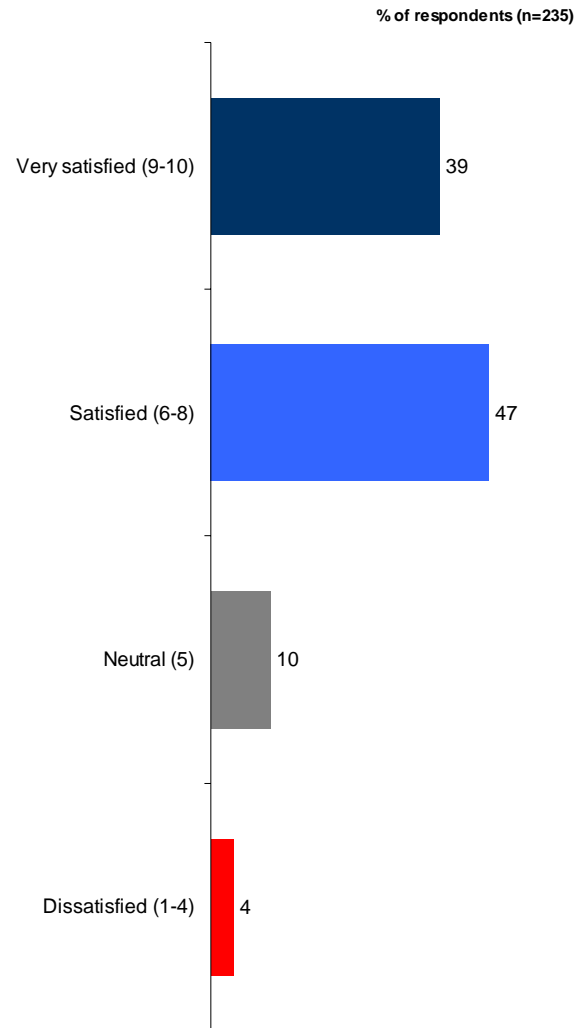
- Praise providing bulk rubbish (verge) collection every six months.
- Residents consider providing bulk rubbish (verge) collections to be a very important responsibility of Council.
 - Mean importance rating = 8.8
- Satisfaction is excellent at 90%
 - 61% very satisfied.
 - 29% satisfied.
 - Mean satisfaction rating = 8.5.
- Respondents 55 years and over and females are significantly more likely to be very satisfied.
 - 68% 55+ years vs. 58% under 55 years.
 - 65% female vs. 55% male.

Green waste collections every three months



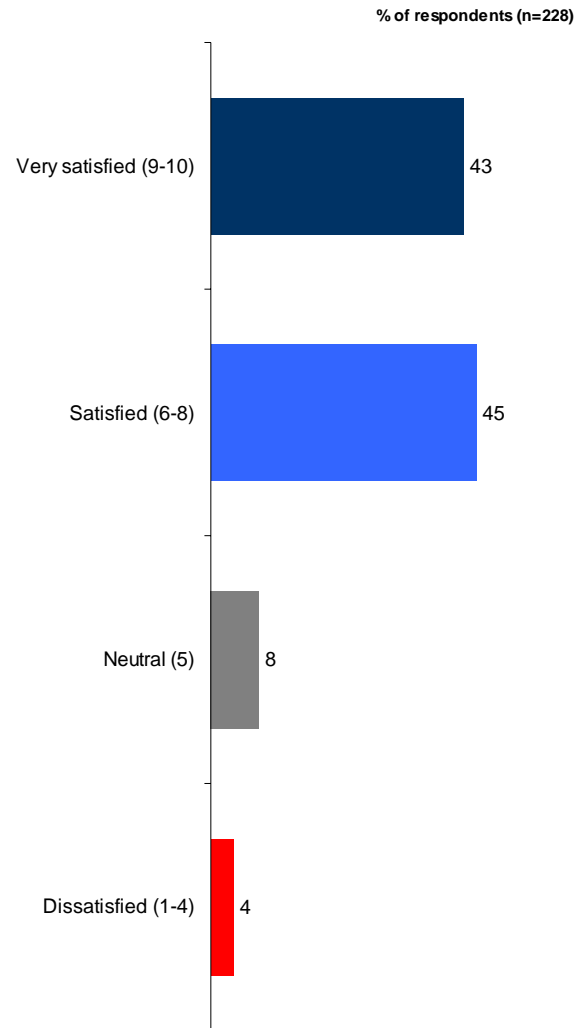
- Praise providing green waste collections every three months.
- Residents consider providing green waste collections to be a very important responsibility of Council.
 - Mean importance rating = 8.6.
- Satisfaction is excellent at 90%
 - 61% very satisfied.
 - 29% satisfied.
 - Mean satisfaction rating = 8.6.
- Respondents 55 years and over and females are significantly more likely to be very satisfied.
 - 68% 55+ years vs. 57% under 55 years.
 - 66% female vs. 56% male.

Providing & maintaining sport & recreation facilities



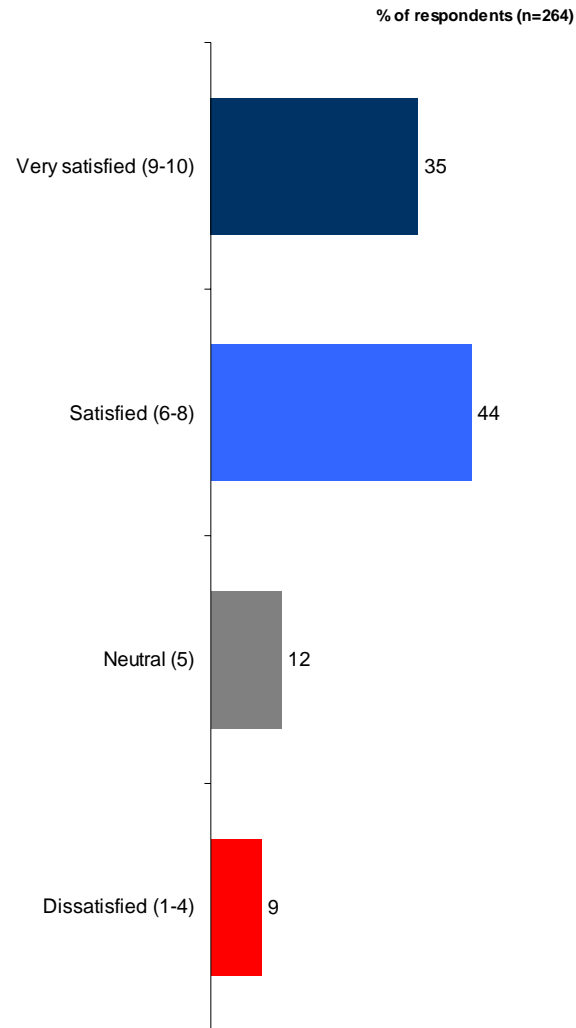
- Praise providing and maintaining sport and recreation facilities
- Residents consider providing and maintaining sport and recreation facilities to be a very important responsibility of Council.
 - Mean importance rating = 8.4.
- Satisfaction is very high at 86%
 - 39% very satisfied.
 - 47% satisfied.
 - Mean satisfaction rating = 7.8.
- Respondents from the Carlisle Ward (44%) are significantly more likely to be very satisfied compared to those from the Victoria Park Ward (34%).

Providing & maintaining the Aqualife Centre



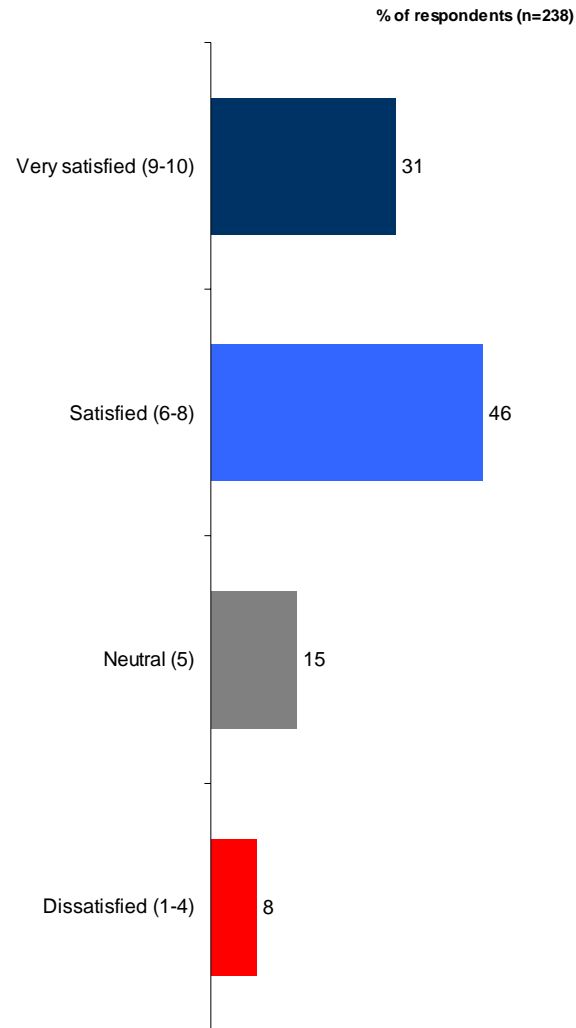
- Sustain providing and maintaining the Aqualife Centre
- Residents consider providing and maintaining the Aqualife Centre to be a very important responsibility of Council.
 - Mean importance rating = 8.3.
- Satisfaction is very high at 88%
 - 43% very satisfied.
 - 45% satisfied.
 - Mean satisfaction rating = 8.0.
- Respondents from the Carlisle Ward and females are significantly more likely to be very satisfied.
 - 49% Carlisle Ward vs. 36% Vic Park Ward.
 - 47% female vs. 37% male.

Providing & maintaining parks



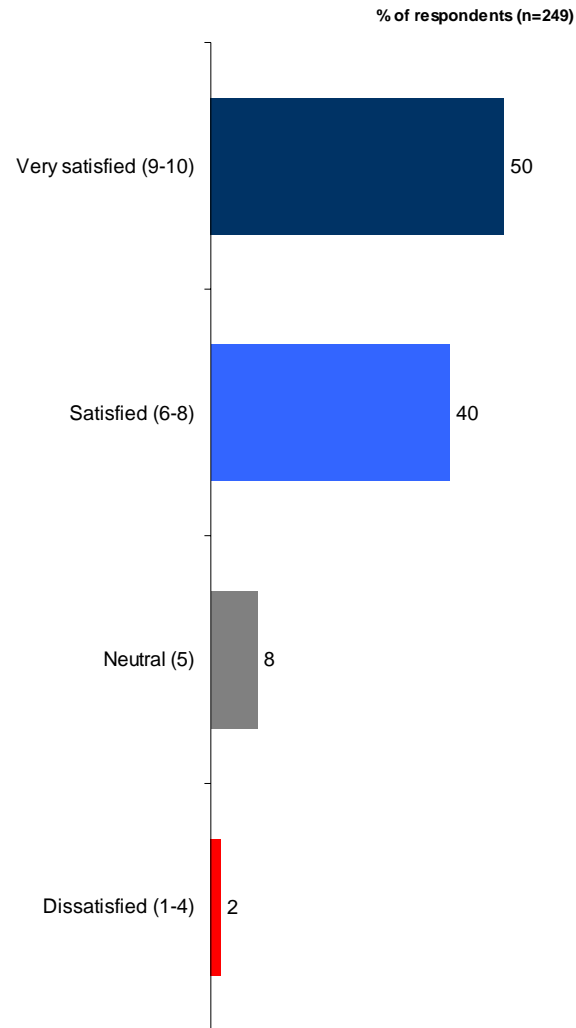
- Praise providing and maintaining parks.
- Residents consider providing and maintaining parks to be an extremely important responsibility of Council.
 - Mean importance rating = 9.0.
- Satisfaction is high at 79%
 - 35% very satisfied.
 - 44% satisfied.
 - Mean satisfaction rating = 7.5.
- Respondents from the Carlisle Ward, renters and those without children living at home are significantly more likely to be very satisfied.
 - 40% Carlisle Ward vs. 29% Vic Park Ward.
 - 59% rent vs. 31% own home.
 - 39% without children vs. 28% with children.

Providing & maintaining playgrounds



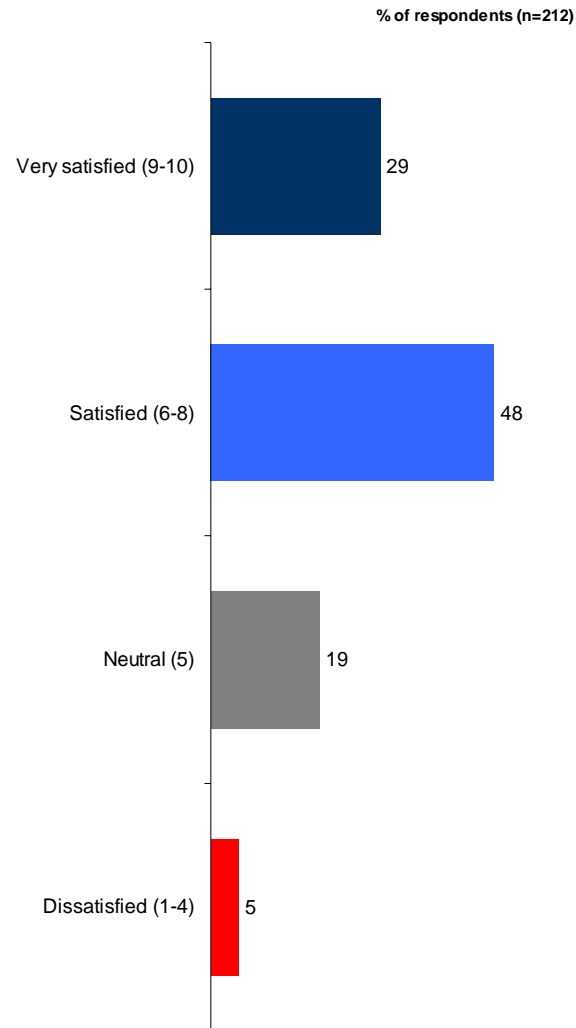
- Praise providing and maintaining playgrounds.
- Residents consider providing and maintaining playgrounds to be a very important responsibility of Council.
 - Mean importance rating = 8.6.
- Satisfaction is high at 77%
 - 31% very satisfied.
 - 46% satisfied.
 - Mean satisfaction rating = 7.4.
- Respondents who rent and those without children living at home are significantly more likely to be very satisfied.
 - 49% rent vs. 28% own home.
 - 38% without children vs. 20% with children.

Providing library services



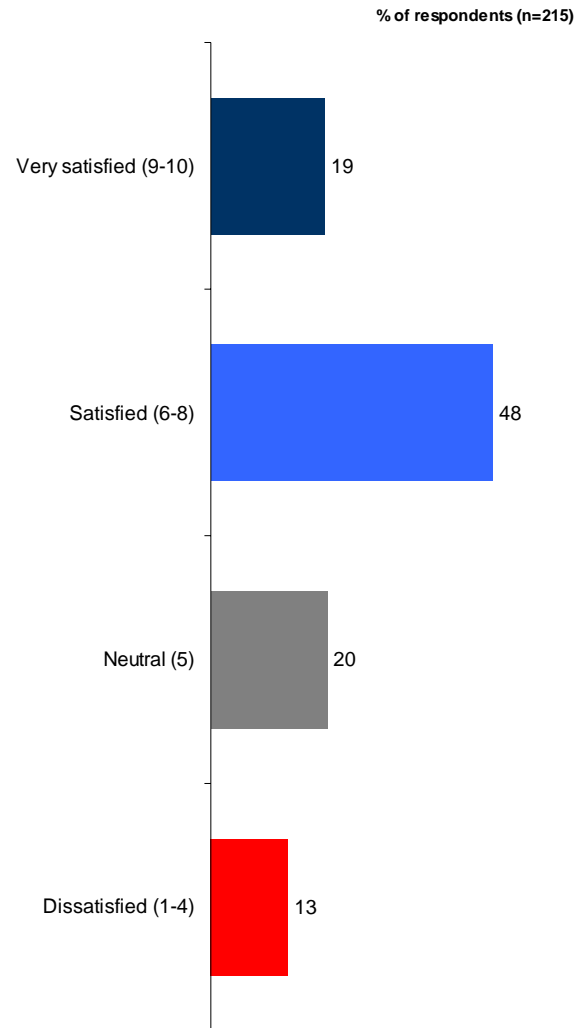
- Praise providing library services.
- Residents consider providing library services to be a very important responsibility of Council.
 - Mean importance rating = 8.8.
- Satisfaction is excellent at 90%.
 - 50% very satisfied.
 - 40% satisfied.
 - Mean satisfaction rating = 8.3.
- Respondents from Carlisle Ward, those 55 years and over and females are significantly more likely to be very satisfied.
 - 56% Carlisle Ward vs. 42% Vic park Ward.
 - 64% 55+ years vs. 43% under 55 years.
 - 57% female vs. 41% male.

Controlling animals & pests



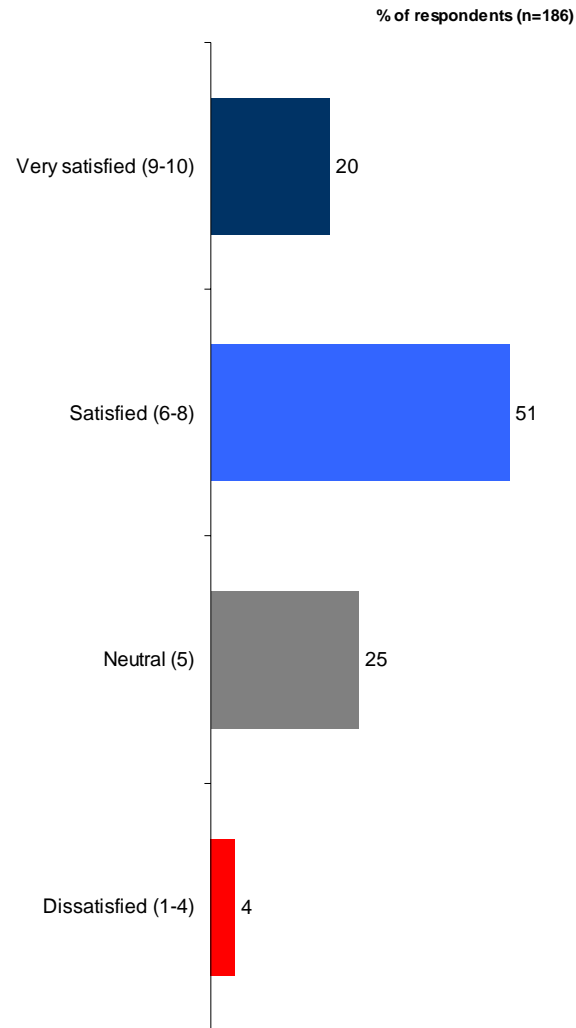
- Sustain controlling animals and pests.
- Residents consider controlling animals and pests to be a very important responsibility of Council.
 - Mean importance rating = 7.9.
- Satisfaction is high at 77%
 - 29% very satisfied.
 - 48% satisfied.
 - Mean satisfaction rating = 7.3.
- Respondents from Carlisle Ward, those who rent and those without children living at home are significantly more likely to be very satisfied.
 - 35% Carlisle Ward vs. 21% Vic park Ward.
 - 53% rent vs. 24% own home.
 - 35% without children vs. 18% with children.

Parking enforcement



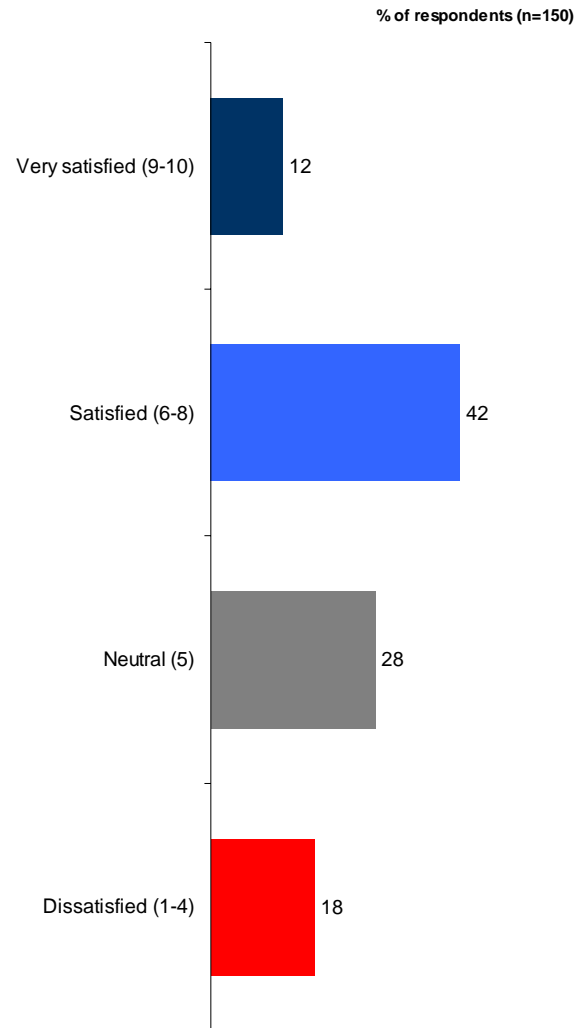
- Monitor the enforcement of local laws relating to parking.
- Residents consider parking enforcement to be a moderately important responsibility of Council.
 - Mean importance rating = 6.9.
- Satisfaction is moderate at 67%
 - 19% very satisfied.
 - 48% satisfied.
 - Mean satisfaction rating = 6.6.
- Respondents 55 years and over (27%) are significantly more likely to be very satisfied than their younger counterparts (16%).

Food, health & noise enforcement



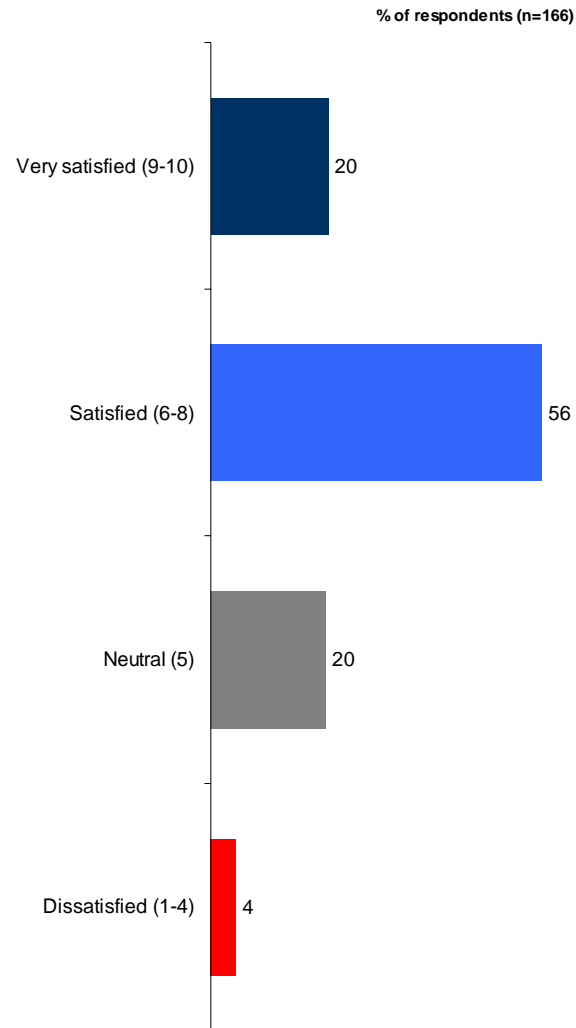
- Monitor the enforcement of laws relating to food, health and noise.
- Residents consider food, health and noise enforcement to be a very important responsibility of Council.
 - Mean importance rating = 8.1.
- Satisfaction is high at 71%
 - 20% very satisfied.
 - 51% satisfied.
 - Mean satisfaction rating = 7.0.
- Perceptions in relation to the enforcement of laws relating to food, health and noise are universally held in that no significant differences were identified.

Providing youth services



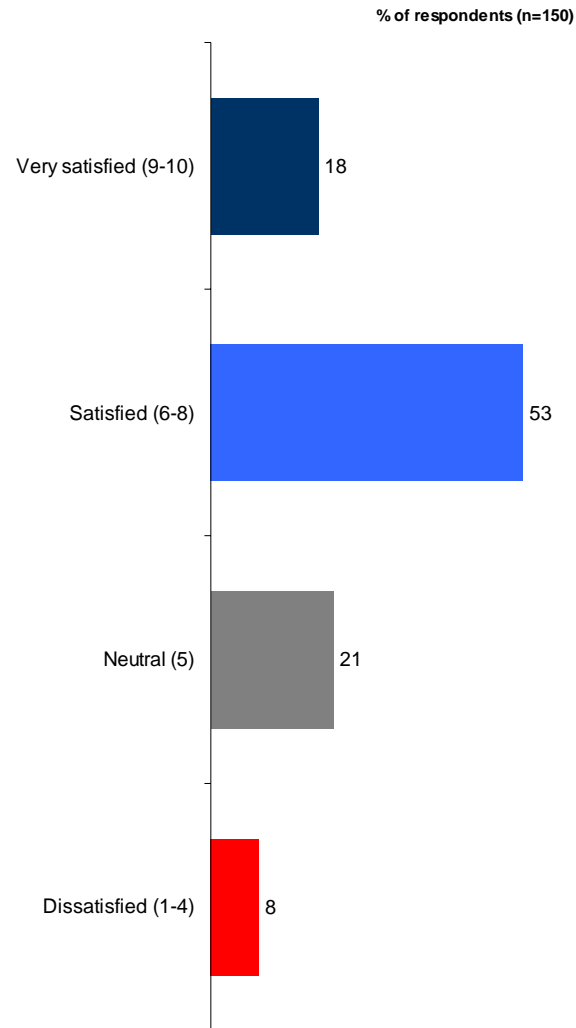
- Monitor providing services for youth.
- Residents consider providing services for youth to be an important responsibility of Council.
 - Mean importance rating = 7.9.
- Satisfaction is average at 54%.
 - 12% very satisfied.
 - 42% satisfied.
 - Mean satisfaction rating = 6.1.
- Respondents who rent and those without children living at home are significantly more likely to be very satisfied.
 - 38% rent vs. 7% own home.
 - 16% without children vs. 7% with children.

Providing services to seniors



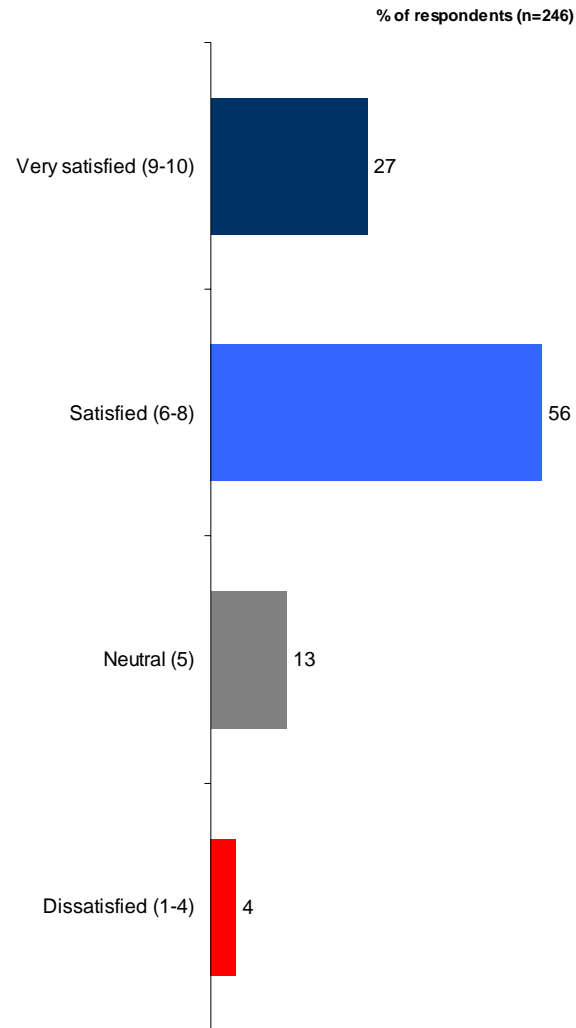
- Monitor providing services to seniors.
- Residents consider providing services to seniors to be a very important responsibility of Council.
 - Mean importance rating = 8.1.
- Satisfaction is high at 76%
 - 20% very satisfied.
 - 56% satisfied.
 - Mean satisfaction rating = 7.0.
- Respondents from Carlisle Ward, those 55 years and over and those without children living at home are significantly more likely to be very satisfied.
 - 24% Carlisle Ward vs. 15% Vic park Ward.
 - 33% 55+ years vs. 11% under 55 years.
 - 26% without children vs. 9% with children.

Providing services & access for people with disabilities



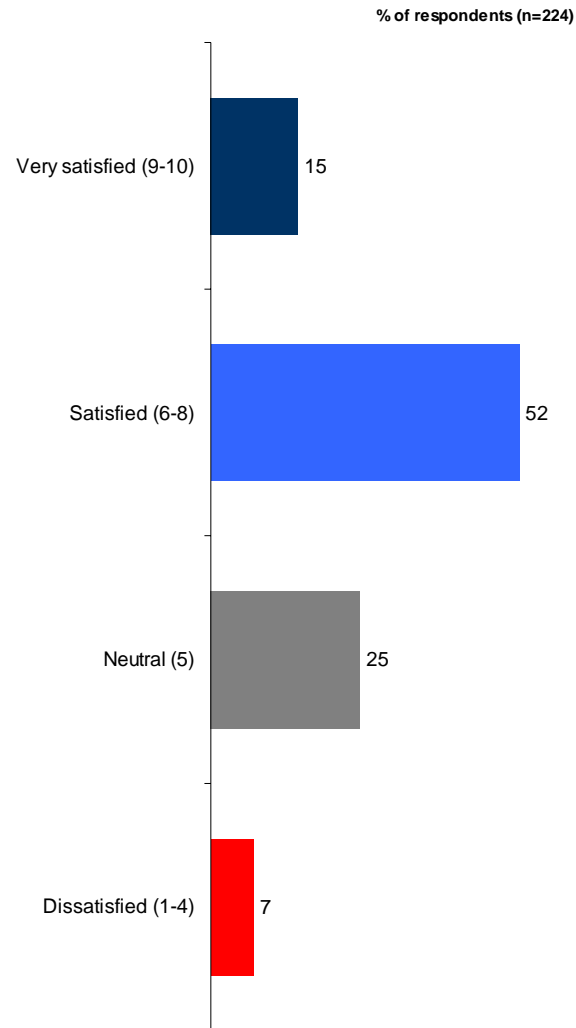
- Monitor providing services and access for people with disabilities.
- Residents consider providing services and access for people with disabilities to be a very important responsibility of Council.
 - Mean importance rating = 8.3.
- Satisfaction is high at 71%
 - 18% very satisfied.
 - 53% satisfied.
 - Mean satisfaction rating = 6.9.
- Carlisle Ward residents (77%) are more likely to be satisfied compared to those from the Victoria Park Ward (65%).

Providing community events, festivals & cultural activities



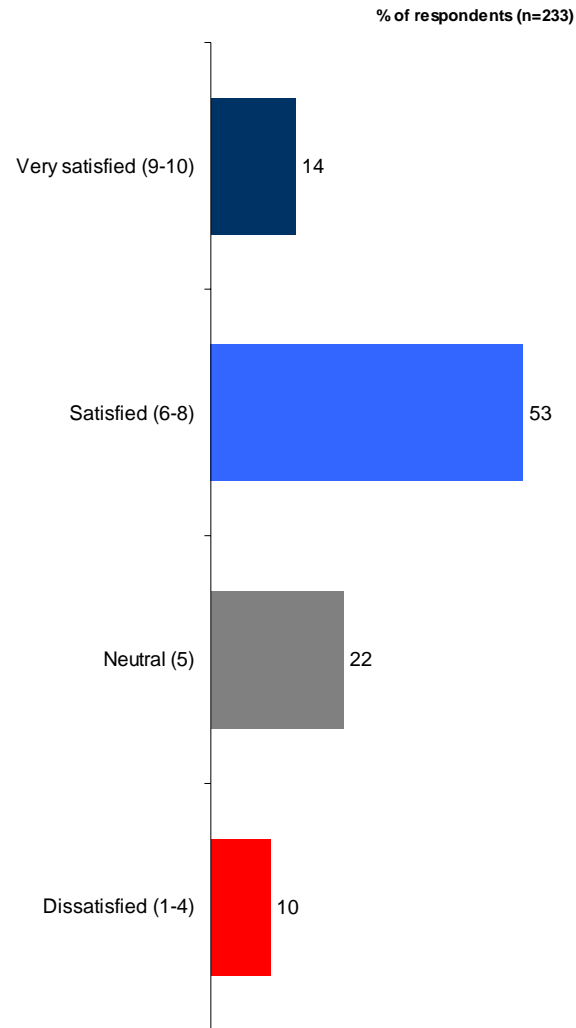
- Sustain providing community events, festivals and cultural activities.
- Residents consider providing community events, festivals and cultural activities to be a very important responsibility of Council.
 - Mean importance rating = 8.0.
- Satisfaction is very high at 83%
 - 27% very satisfied.
 - 56% satisfied.
 - Mean satisfaction rating = 7.3.
- Those renting and those 35 years and over are significantly more likely to be very satisfied.
 - 49% renting vs. 23% own home.
 - 31% 35+ years vs. 18% under 35 years.

Preserving the Town's heritage



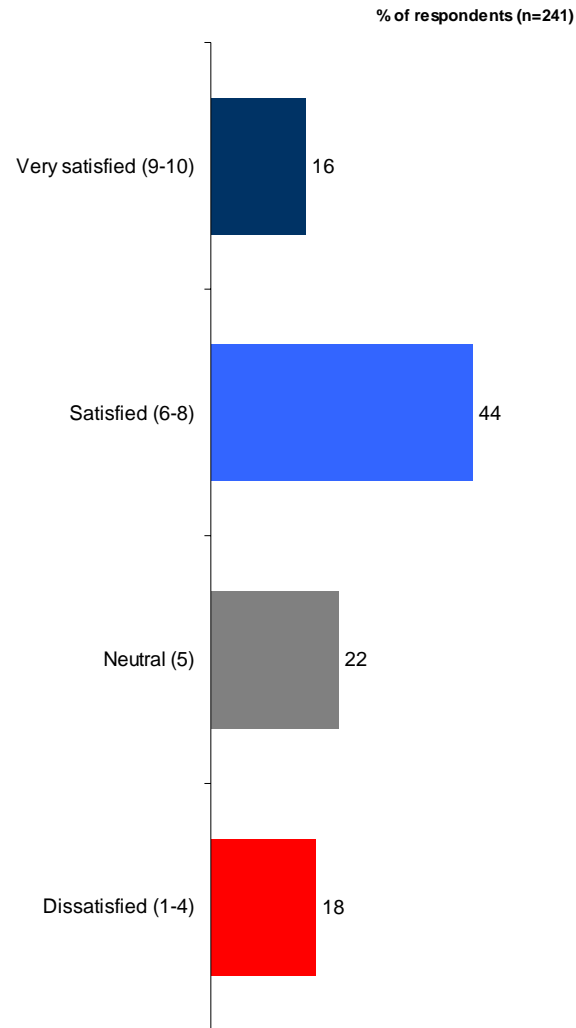
- Monitor preserving the Town's heritage.
- Residents consider preserving the Town's heritage to be an important responsibility of Council.
 - Mean importance rating = 7.7.
- Satisfaction is moderate at 67%
 - 15% very satisfied.
 - 52% satisfied.
 - Mean satisfaction rating = 6.6.
- Those who rent (35%) are significantly more likely to be very satisfied with the Town's efforts compared to those who own their home (11%).
- Carlisle Ward residents (74%) are more likely to be satisfied compared to those from the Victoria Park Ward (60%).

Encouraging art & culture



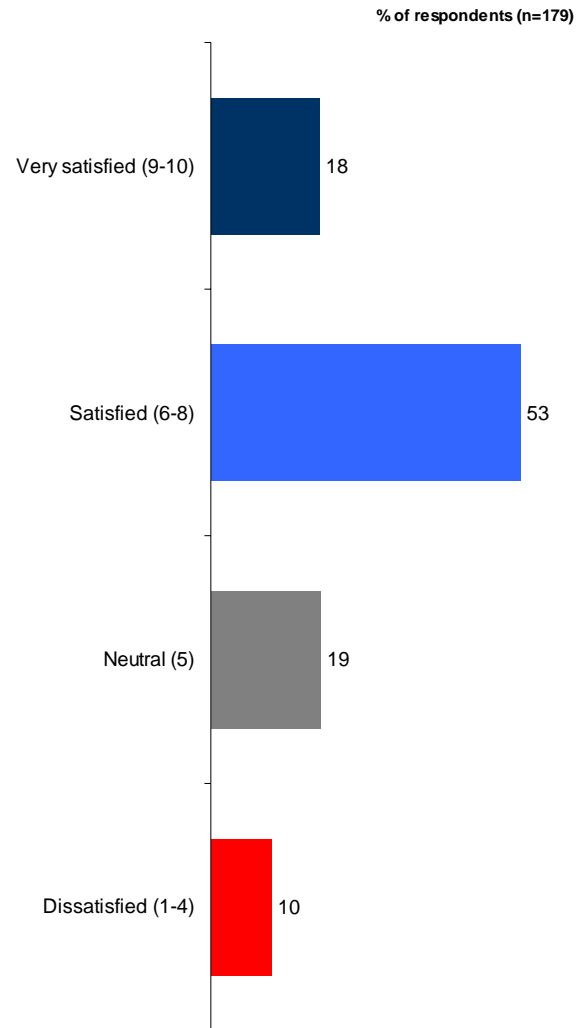
- Monitor encouraging art and culture.
- Residents consider encouraging art and culture to be an important responsibility of Council.
 - Mean importance rating = 7.8.
- Satisfaction is moderate at 67%
 - 14% very satisfied.
 - 53% satisfied.
 - Mean satisfaction rating = 6.6.
- Those who rent (47%) are significantly more likely to be very satisfied with the Town's efforts compared to those who own their home (9%).
- Carlisle Ward residents (75%) are more likely to be satisfied compared to those from the Victoria Park Ward (60%).

Communicating & consulting with the community



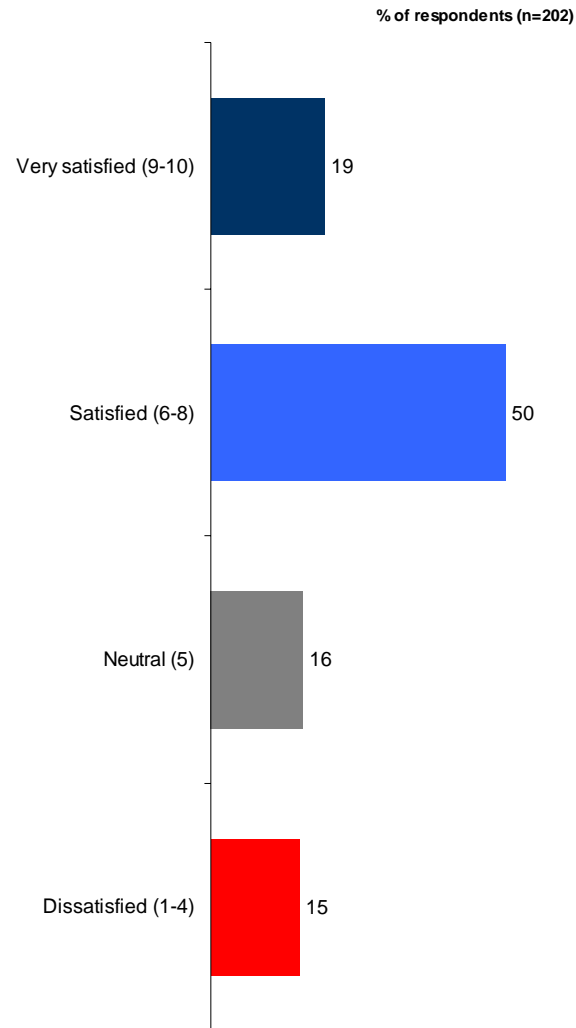
- Concentrate efforts on communicating and consulting with the community.
- Residents consider communicating and consulting with the community to be an extremely important responsibility of Council.
 - Mean importance rating = 9.0.
- Satisfaction is moderate at 60%
 - 16% very satisfied.
 - 44% satisfied.
 - Mean satisfaction rating = 6.4.
- Those who rent (39%) are significantly more likely to be very satisfied with the Town's efforts compared to those who own their home (12%).
- Carlisle Ward residents (68%) are more likely to be satisfied compared to those from the Victoria Park Ward (53%).

Managing finances responsibly



- Concentrate efforts on managing finances responsibly.
- Residents consider managing finances responsibly to be an extremely important responsibility of Council.
 - Mean importance rating = 9.3.
- Satisfaction is high at 71%
 - 18% very satisfied.
 - 53% satisfied.
 - Mean satisfaction rating = 6.9.
- Respondents 55 years and those renting are significantly more likely to be very satisfied.
 - 34% 55+ years vs. 11% under 55 years.
 - 42% renting vs. 14% own home.
- Carlisle Ward residents (78%) are more likely to be satisfied compared to those from the Victoria Park Ward (63%).

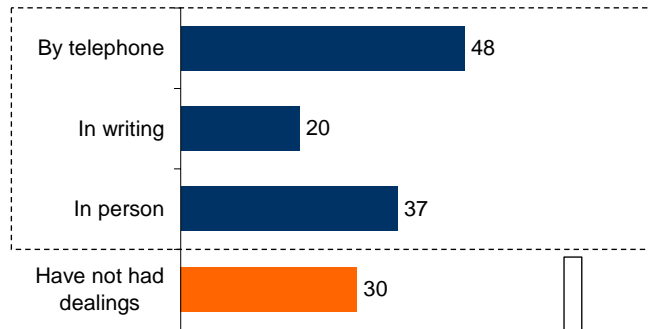
Providing access to Council information



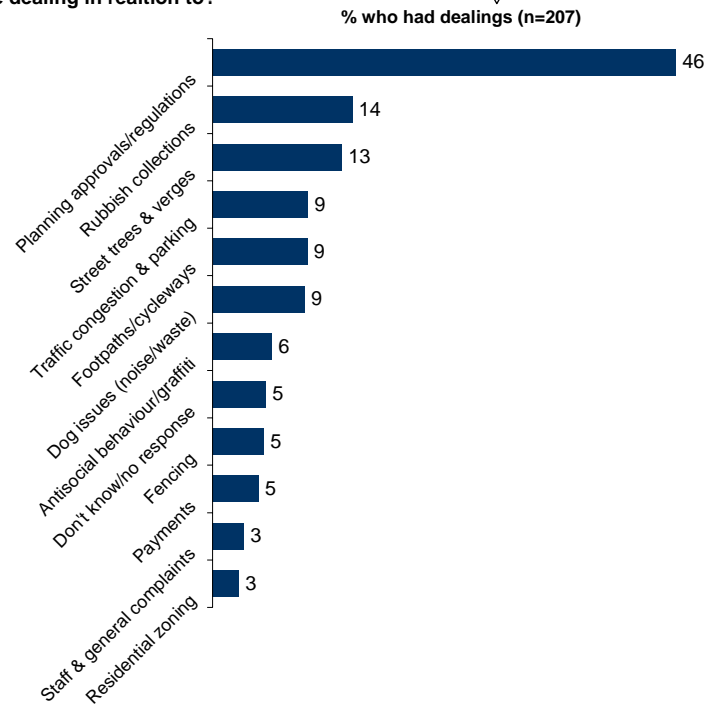
- Concentrate efforts on providing access to Council information.
- Residents consider providing access to Council information to be a very important responsibility of Council.
 - Mean importance rating = 8.8.
- Satisfaction is moderate at 69%.
 - 19% very satisfied.
 - 50% satisfied.
 - Mean satisfaction rating = 6.7.
- Respondents 55 years and those renting are significantly more likely to be very satisfied.
 - 35% 55+ years vs. 13% under 55 years.
 - 46% renting vs. 15% own home.
- Carlisle Ward residents (79%) are more likely to be satisfied compared to those from the Victoria Park Ward (59%).

Dealings with Council staff in past year

Q: Had dealing with Council staff in past 12 months? (n=296)

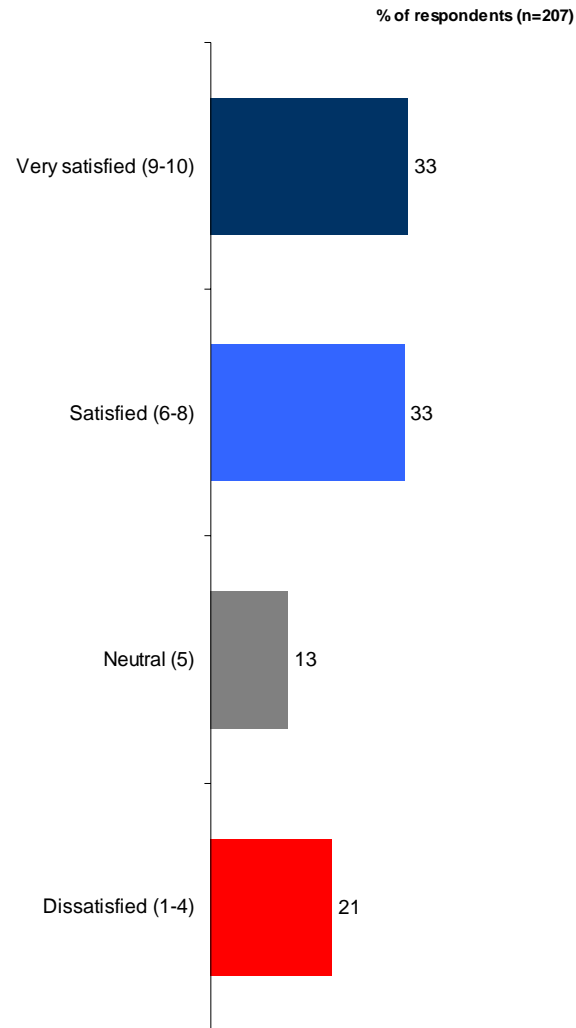


Q: What were dealing in relation to?



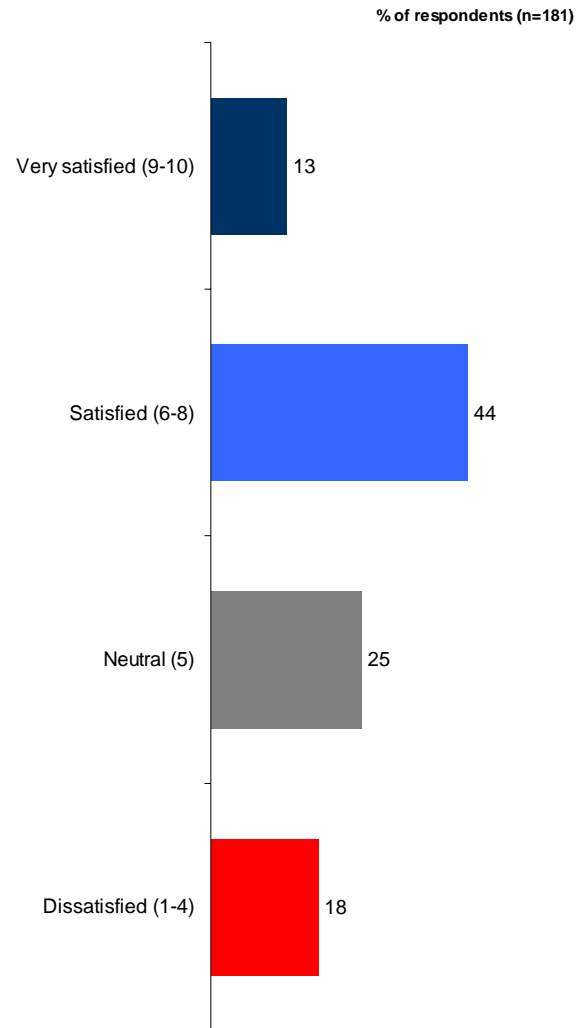
- In total, 70% of respondents claimed to have had dealings with the Town's staff in the past year.
- Contact by telephone (48%) was most popular, followed by visiting in person (37%) and then by writing (20%).
- The most frequently mentioned reason for having contact with Council staff was in relation to planning and building regulations (46%).
- Other reasons for contact include:
 - Rubbish collection issues (14%)
 - Issues relating to trees and verges (13%)
 - Traffic congestion & parking (9%)
 - Footpath and cycleway issues (9%)
 - Dog issues (noise, unrestrained, waste) (9%)

Satisfaction with staff dealings



- 66% of respondents are satisfied with Council
 - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
 - 33% very satisfied.
 - 33% satisfied.
 - Mean score of 6.9 out of 10.
- Respondents 55 years and over (44%) are significantly more likely to be very satisfied with their dealing than compared to those under 55 years of age (29%)
- A fifth (21%) of respondents were dissatisfied with their dealings. The primary reasons for dissatisfaction include:
 - Staff not helpful & difficult to deal with (27%)
 - Very slow in getting things done (27%)
 - Lack knowledge (26%)
 - Policies outdated & restrictive (9%)

Satisfaction with level of representation by Ward Councillors



- 57% of respondents are satisfied with Council
 - These respondents rate overall satisfaction 6, 7, 8, 9 or 10 out of 10, where 10 is totally satisfied and 1 is totally dissatisfied
 - 13% very satisfied.
 - 44% satisfied.
 - Mean score of 6.0 out of 10.
- Respondents from the Carlisle Ward (63%) are significantly more likely to be satisfied with the level of representation than are those from the Victoria Park Ward (48%).
- Those renting (37%) are significantly more likely to be very satisfied with the level of representation than are those who own their home (9%).
- Nearly a fifth (18%) of respondents were dissatisfied with the level of representation. The most frequently mentioned reasons for dissatisfaction include:
 - Limited interaction with residents (28%)
 - Don't know who they are (18%)
 - Don't follow through on promises (16%)
 - Hard to get hold of (6%)
 - Probably don't live in neighbourhood (2%)

Contact with Ward Councillors

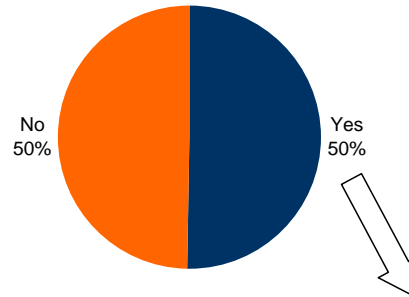
Q: Know who Ward Councillor is?

% of respondents (n=269)



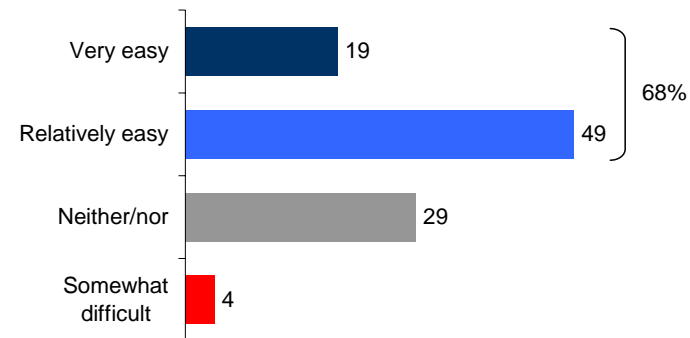
Q: Had contact with Ward Councillor in last 12 months?

% of respondents who know who their Councillor is (n=111)



Q: Extent to which it is easy to make contact with Councillor

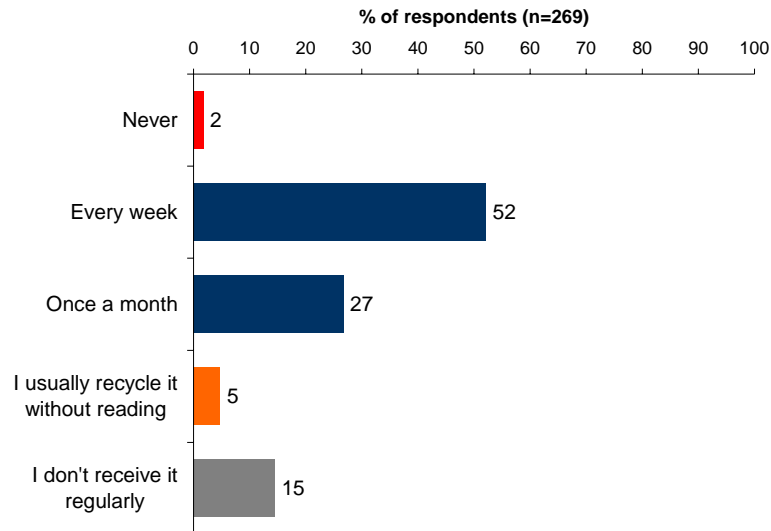
% of those who had made contact (n=56)



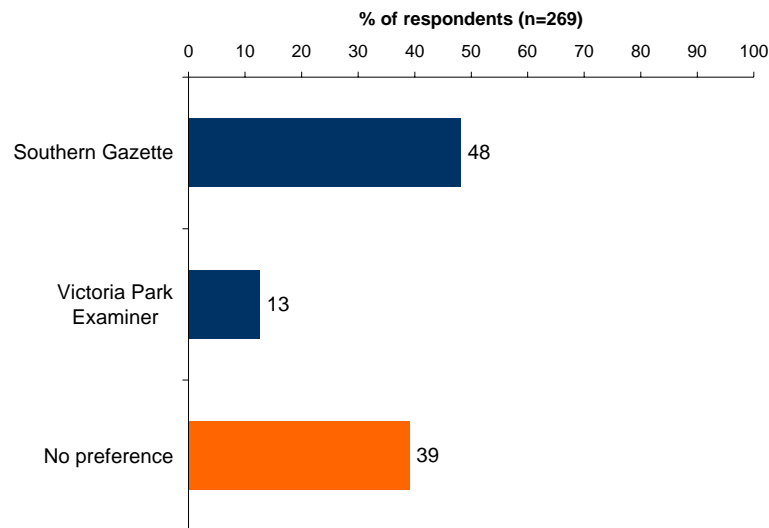
- Overall, 41% of respondents know who their Ward Councillors are. Of these, half claimed to have had contact with their Ward Councillor(s) in the past year. Two-thirds (68%) of those who had contact with their Ward Councillor said it was easy to make contact with their Councillor.

Local community newspapers

Q: How often do you read the local newspaper?



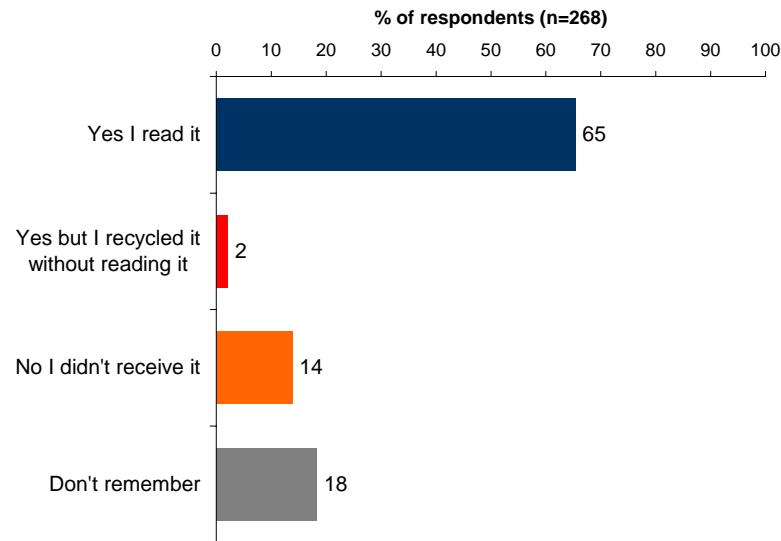
Q: Which local newspaper do you prefer?



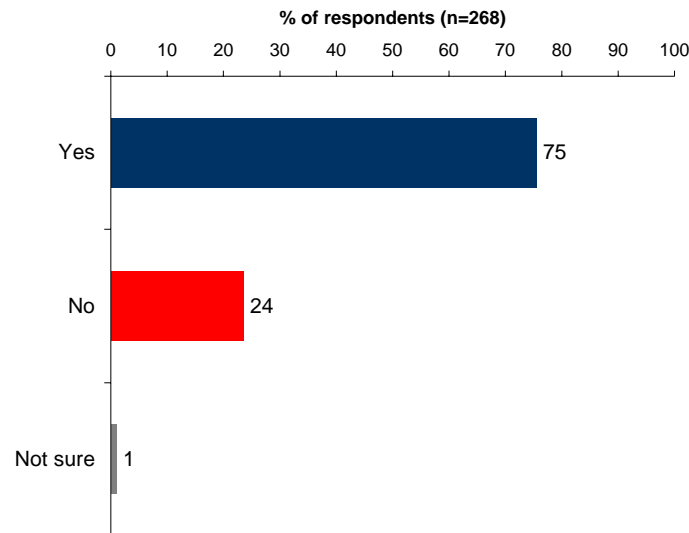
- The largest proportion (52%) of respondents read their local newspaper every week.
- 7% don't read it (either never read it 2% or usually recycle it without reading 5%)
- Distribution of the local papers can be unreliable with three in twenty (15%) households saying they don't receive the local newspapers regularly.
- Respondents aged 35 years and over (58%) are significantly more likely to read the local newspapers weekly than younger respondents (42%).
- Of the two local newspapers, the Southern Gazette is by-far the most preferred (48%). A large proportion (39%) stated they have no preference.

Town communications

Q: Received Victoria park Newsletter in past 12 months?



Q: Have been on website (www.vicpark.wa.gov.au)?



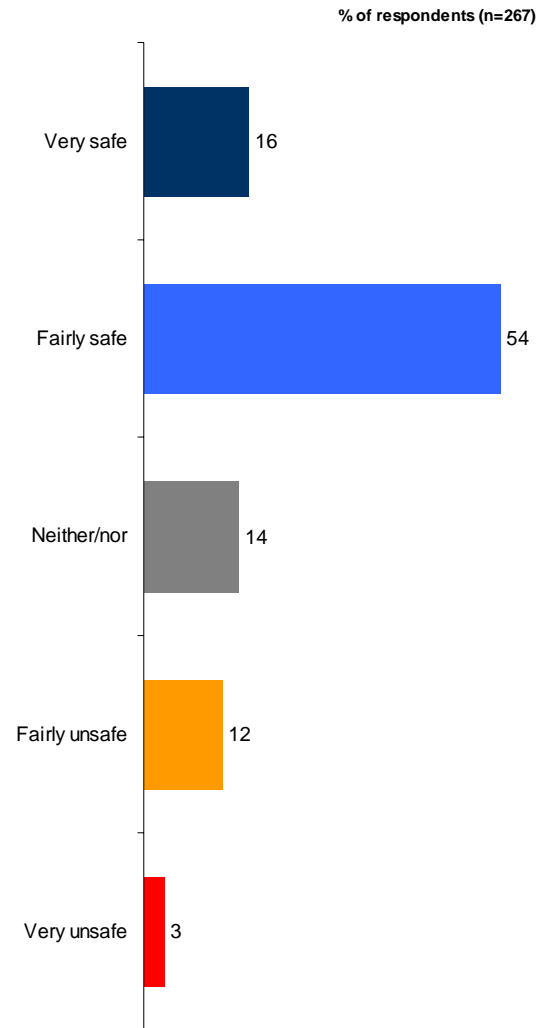
- Two-thirds (67%) of respondents said they had received the Victoria Park Newsletter in the past year.
 - 65% read the newsletter
 - 2% didn't read it
- 14% said they didn't receive it and 18% said they couldn't remember.
- Those most likely to say they have read the newsletter are from the Carlisle Ward, home owners and males.
 - 73% Carlisle Ward vs. 58% Victoria Park Ward.
 - 69% own home vs. 45% renting.
 - 78% males vs. 55% female.
- In total, three-quarters (75%) of respondents said that they have been on the Town of Victoria Park's website in the past.
- The younger the respondent the more likely they are to have visited the Town's website.
 - 94% under 35 vs. 76% 35-54 vs. 54% 55+ years.

Communication preferences

Percentage (n=266)	Printed newsletter	Local paper	Check on the web	Email to me	Outdoor signage	Signs at shops
Concerts & events	29	24	5	30	4	5
Awards & competitions	20	38	6	21	2	6
Bulk & green waste	64	5	2	27	1	-
New projects	30	29	4	28	3	3
Youth programs	15	27	9	17	2	4
Seniors programs	19	27	8	16	-	2
Business information	14	35	9	15	-	3
Rebate information	38	14	7	37	-	1
Library information	19	23	11	37	-	4
Leisurelife centre	16	25	11	31	1	3
Aqualife Centre	17	25	11	31	1	3
Environmental information	27	25	7	32	1	1
Community safety	24	31	6	26	2	4
Consultation notices	31	26	5	31	2	2

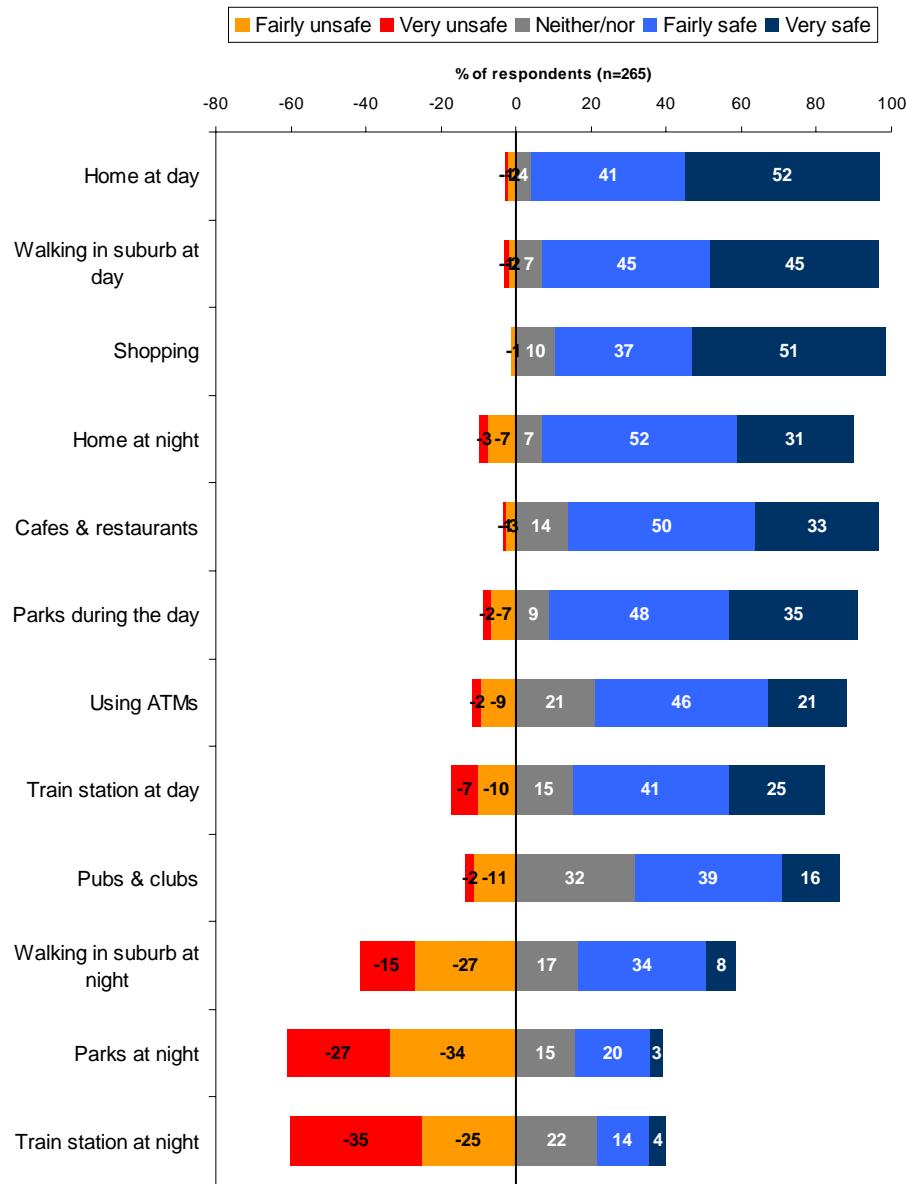
- Respondents were asked how they would prefer to find out about various activities and information relating to the Town.
- As shown in the table above the most popular methods of communication vary by the activity. However, the most popular methods of communication with residents is by email, through the local paper or via the Town of Victoria Park Newsletter.
- Email is most popular on six activities and is either second or third on the remainder. This suggests that the Town should consider establishing some form of resident email database in which to efficiently and effectively communicate with residents.

Overall perceived safety



- Overall, 70% of respondents feel safe living in the Town of Victoria Park.
 - 16% very safe.
 - 54% fairly safe.
- A further 14% feel neither safe nor unsafe and 15% said they feel unsafe living in the Town.
- Among those who feel unsafe, suggested areas for focus to help them feel safe include:
 - Night patrols (29%)
 - More street lighting (23%)
 - More security at train stns (18%)
 - More police presence (16%)
 - Reduce state housing (7%)
 - CCTV in major public areas (7%)
 - On foot ranger patrols (7%)

Perceived safety with activities



- Respondents were given a list of activities which they can undertake within the Town of Victoria Park and asked how safe they feel undertaking each.
- Overall, residents feel safest at home during the day (93% fairly & very safe), walking in their suburb during the day (90%) and shopping within the Town (88%).
- Residents feel least safest at the train station or bus stops at night (60% fairly and very unsafe), walking through parks at night (61%) and walking in their suburb at night (42%).
- Respondents from Carlisle Ward are more likely to feel very safe in their own home during the day (61%) and waiting at the train station or bus stop during the day (31%) compared to those from the Victoria Park Ward (42% and 20% respectively).
- Males, compared to females, are more likely to feel very safe undertaking the following:
 - At home during the day (Males 59% vs. females 46%).
 - At home at night (Males 39% vs. females 25%).
 - Parks during the day (Males 42% vs. females 28%).
 - Shopping (Males 57% vs. females 46%).
- Those under 35 (62%) are more likely to feel very safe at home during the day than older respondents (46%).

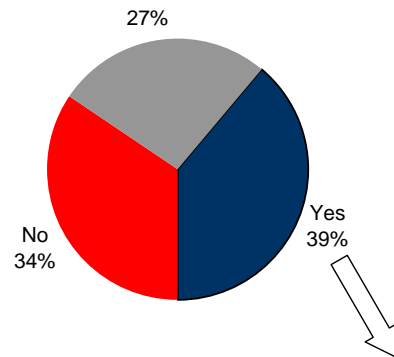
Frequency of undertaking activities

Percentage (n=263)	Library	Pool - Aqualife	Gym - Aqualife	Gym - Leisurelife	Sport - Leisurelife	Parks & playgrounds
Once or twice a week	17	23	13	12	7	44
Once a week to once a fortnight	13	11	4	4	3	12
Once every 3 to 4 weeks	16	7	2	2	1	11
Once a month to every 3 months	13	5	3	1	3	10
Once every 3 to 6 months	11	8	3	3	4	7
Once a year or less frequently	9	12	5	7	8	4
Never/don't use	20	33	70	70	74	13

- Of the various activities measured, the use of parks and playgrounds is highest with 87% of respondents indicating they use them. The library is next most popular with 80% using the facility followed by the swimming pool at Aqualife (67%). Usage of the gyms (30%) and sport at Leisurelife (26%) are lowest.
- Of those that use the facilities usage is most likely to be weekly. However, usage of the library is typically spread across a period of a month.

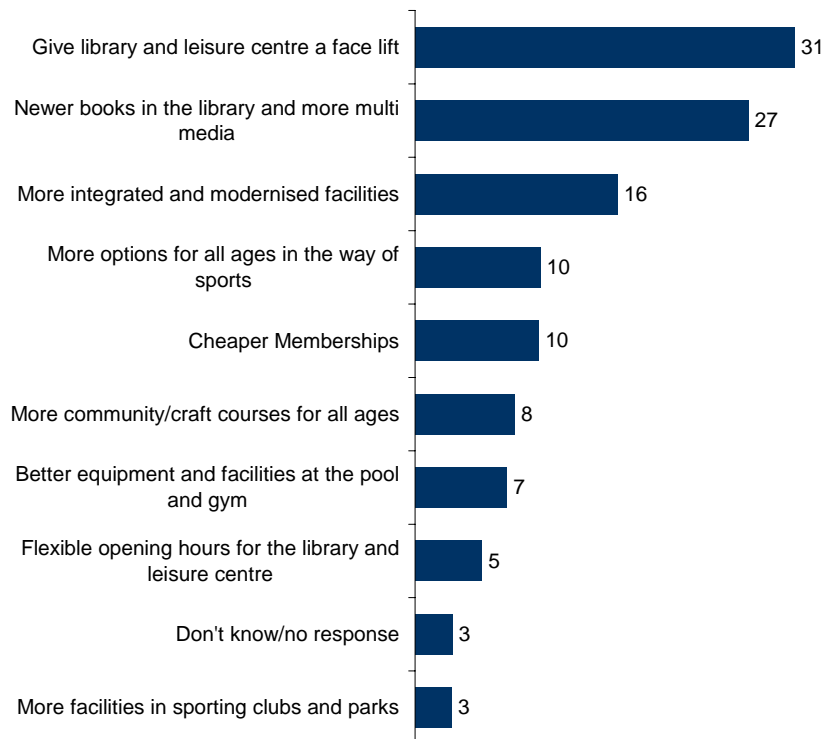
Changes to leisure & library facilities

Q: Like to see changes to the Town's leisure & library facilities? (n=265)



Q: What changes would you like to see?

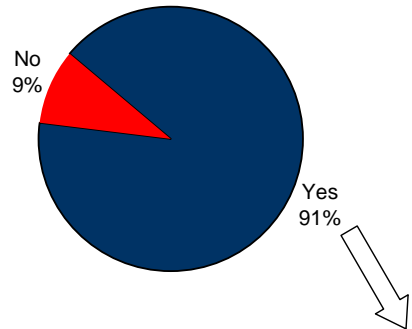
% who want to see changes (n=103)



- Respondents were asked if they would like to see changes to the Town's leisure and library facilities.
- Overall, 39% said they wanted to see changes. 34% said they didn't want to see any changes and 27% are unsure.
- Respondents from the Carlisle Ward (42%) are more likely to say 'no'; whereas respondents from the Victoria Park Ward are more likely to say they 'don't know' (35%).
- Of those respondents who said yes they would like to see changes, giving the library and leisure centre a face lift was the most popular response (31%). This was followed by offering newer books and more multi-media options (27%).

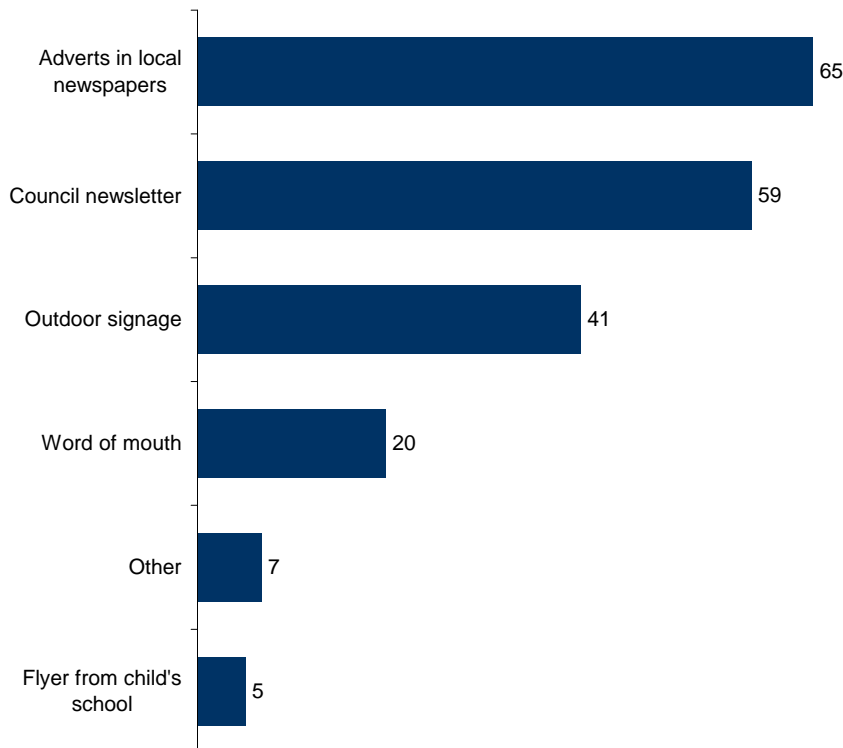
Awareness that the Town holds events & programs

Q: Aware that Town holds events and programs? (n=266)



Q: Find out about events & programs?

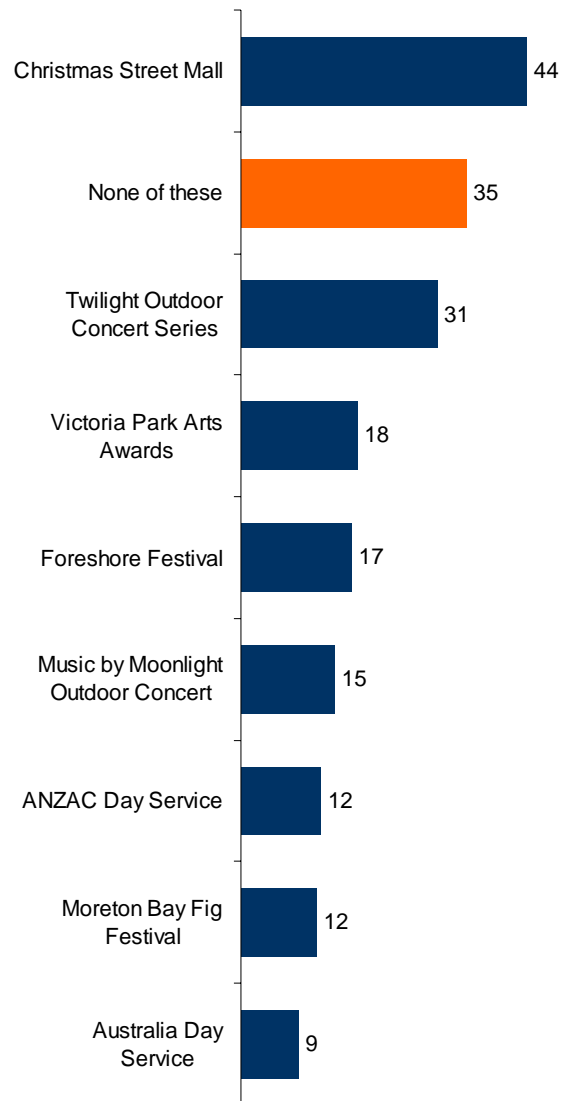
% who are aware (n=241)



- Awareness that the Town puts on events and programs was universal in that 91% said they are aware.
- Females (95%) are more likely to be aware that the Town holds events and programs than their male counterparts (86%).
- Similarly, those 35 years and over (94%) are more likely to be aware that the Town holds events and programs than their younger counterparts (85%).
- Those aware are most likely to find out about the various events and programs via adverts in the local newspapers (65%), the Town's newsletter (59%) or outdoor signage (41%).
- To a much lesser extent people find out about events and programs through word-of-mouth (20%) or via their child's school (5%).

Event attendance

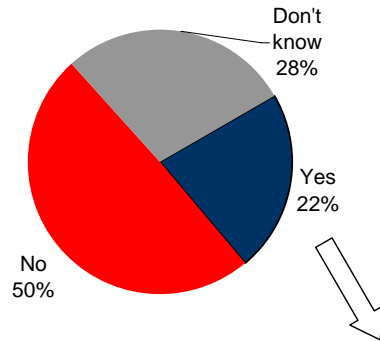
% of respondents (n=266)



- Nearly two-thirds (65%) of people indicated that they had attended at least one of the Town’s events or activities in the past.
- Those from the Victoria Park Ward and females are more likely to have attended in the past.
 - 71% Victoria Park Ward vs. 59% Carlisle Ward.
 - 70% female vs. 59% male.
- At 44%, the Christmas Street Mall event was the most popular activity attended by residents. This was followed by the Twilight Outdoor Concert Series (31%)
- Those aged under 55 years and those with children at home are more likely to have attended the Christmas Street Mall .
 - 36% 35+ years vs. 22% under 35 years.
 - 37% female vs. 24% male.
- Those aged 35 years and over and females are more likely to have attended the Twilight Outdoor Concert Series .
 - 50% under 55 years vs. 33% 55+ years.
 - 65% with children vs. 33% without children.

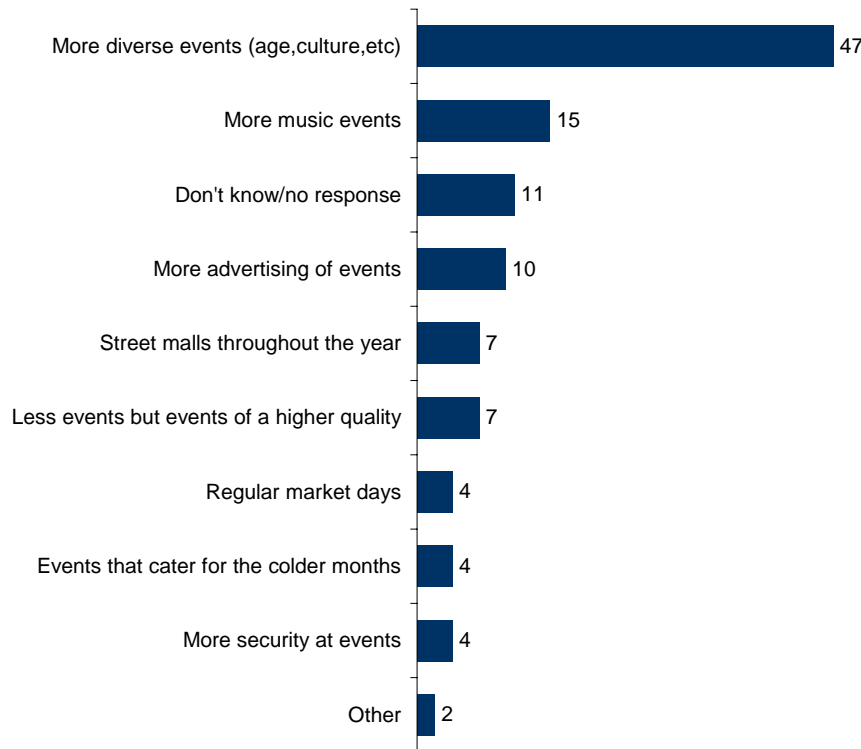
Changes to current events

Q: Like to see changes to events and programs? (n=199)



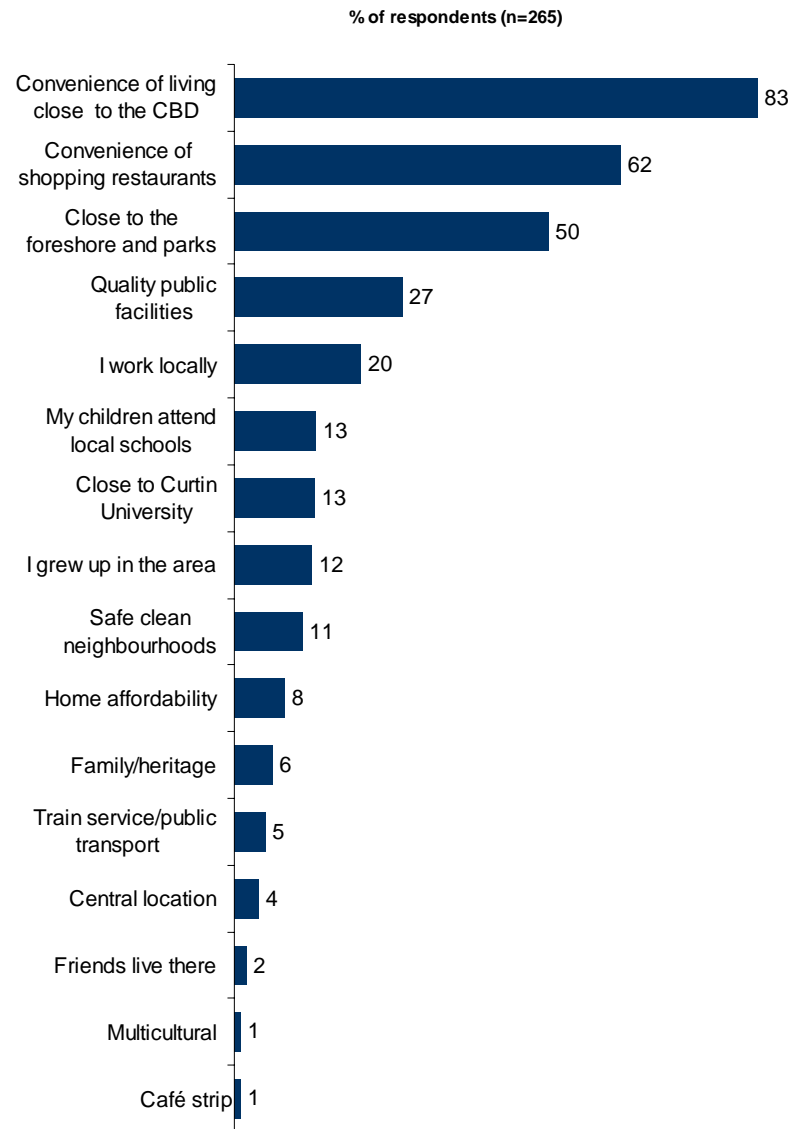
Q: What changes would you like to see?

% who would like to see changes (n=44)



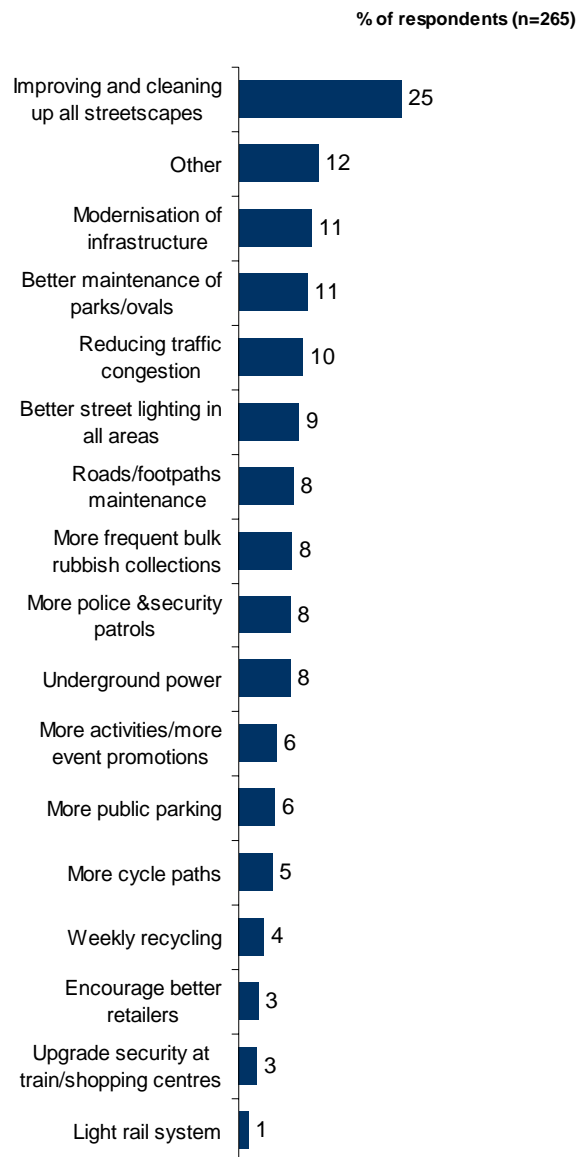
- Only a fifth (22%) of respondents who had attended any of the Town's events in the past said they would like to see changes made to the events or programs.
- Respondents from the Carlisle Ward (62%) are more likely to say 'no'; whereas respondents from the Victoria Park Ward are more likely to say they 'don't know' (42%).
- Respondents under 55 years (28%) are more likely to want to see changes than either those 55 years and over (10%).
- Of those who would like to see changes, offering a more diverse range of events and programs aimed at a broader cross-section of the community (age, culture) was the most frequently mentioned improvement (47%)
- Other popular improvements/changes include:
 - More music events (15%)
 - More event advertising (10%)
 - Street malls throughout the year (7%)
 - Less events but higher quality (7%)

Attraction of living in the Town



- Convenience of living close to the CBD (83%) was by far the most popular reason for wanting to live in the Town of Victoria Park.
- This was followed by the convenience of shopping and restaurants (62%) and then the convenience of living close to the foreshore and parks (50%).
- To a much lesser extent the quality of public facilities (27%) and proximity to work (20%) were also frequently mentioned reasons for being attracted to live in the Town.
- Respondents aged under 55 years (88%) are more likely to mention the convenience of living close to the CBD compared to those aged 55 years and over (71%).
- Those who live in the Victoria Park Ward (68%) are much more likely to mention the convenience of shopping and restaurants compared to those who live in the Carlisle Ward (56%).
- Females (32%) are significantly more likely to mention the quality of public facilities than their male counterparts (20%).

Suggested improvements



- Respondents were asked what improvements the Town of Victoria Park could make to better satisfy their needs. In total 65% of respondents gave suggestions.
- The most popular suggestion was improving and cleaning up all streetscapes within the Town (25%).
- Other improvements mentioned by at least 10% of respondents included:
 - Modernisation of public infrastructure
 - Better maintenance of parks and ovals
 - Reducing traffic congestion in and around the town centre.

Thank you

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